

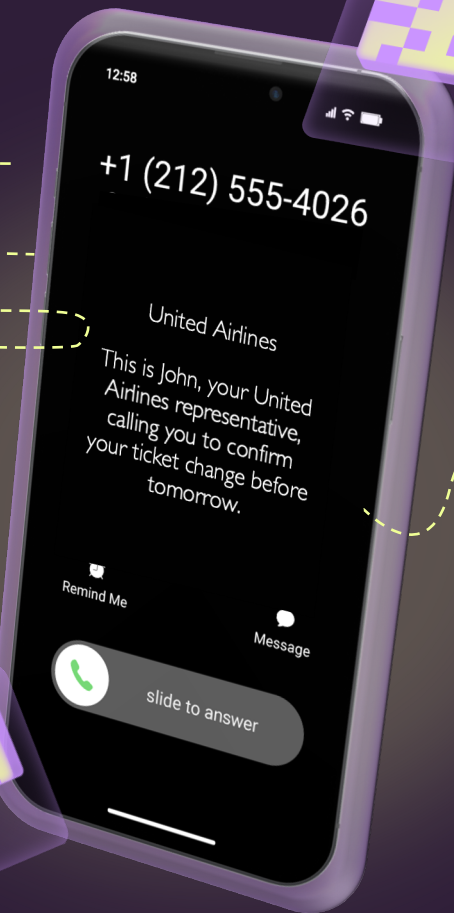
UNIBEAM

# Unibeam HiThere™

Build Trust with Every Call

Validated Pop-Up ←

Reassurance  
with a validated  
name of who  
is calling.



Information on the  
purpose of the call.

# UNIBEAM

Over 30% of business calls go unanswered because customers avoid unidentified numbers. People have simply lost trust in unidentified incoming calls. They ignore unknown numbers to dodge spam or fraud. Unfortunately, this also means that they miss urgent calls from legitimate businesses like yours.

[This is why we created Unibeam HiThere.](#)

## **HiThere Branded Calls: Make Every Call Count**

In a world of spam and fraud, Unibeam's HiThere branded calling solution ensures your business calls get the attention they deserve.

When you call a customer, HiThere displays your verified, branded caller ID and the purpose of the call directly on their phone screen—while it's ringing. Your clients instantly recognize it's your business reaching out and can confidently pick up.

HiThere goes beyond just showing your name. It verifies the real identity of your business, distinguishing legitimate calls from fraudulent impersonations. Customers can trust that if it's you calling, they're safe from scams.

By displaying the purpose of the call upfront, HiThere empowers customers to decide whether a call is urgent and worth answering. Boosting engagement and customer satisfaction – HiThere delivers smoother communication and fewer missed opportunities for critical transactions.

Seamlessly integrated into Unibeam's applet, there's no need for extra configuration. Using standard Unibeam server APIs, HiThere effortlessly verifies and displays caller information, providing a trusted connection without requiring your customers to install anything extra.

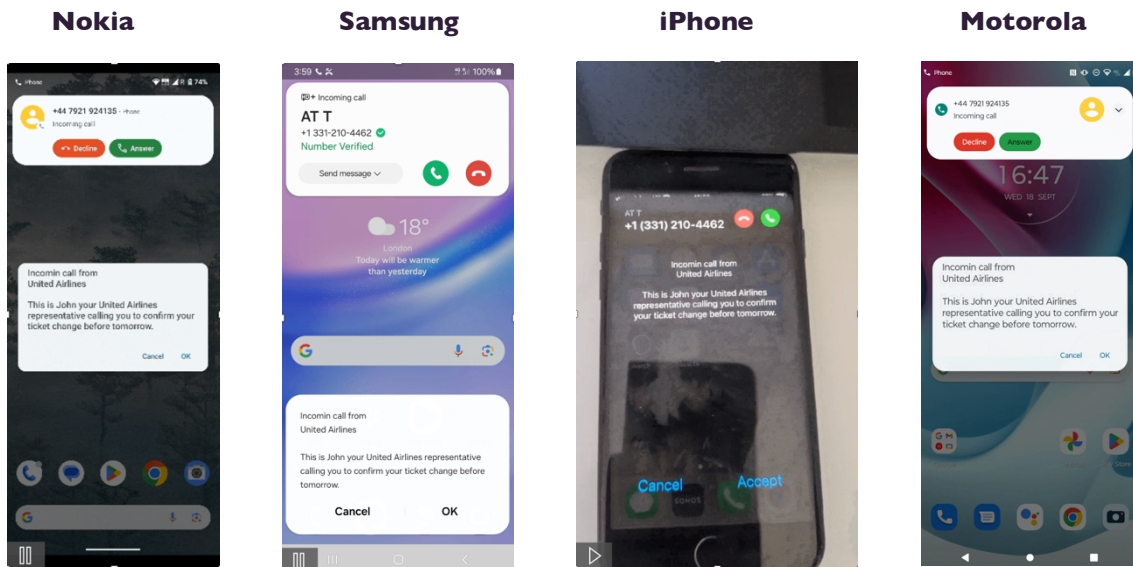
## **Why HiThere?**

- [Safeguard Your Brand's Reputation](#)– HiThere protects your customers from fraudulent robocalls and social engineering attacks.
- [Boost Call Answer Rates](#)- HiThere increases the likelihood of your customers picking up since your calls are recognized and trusted.
- [Enhance Customer Satisfaction](#)– HiThere delivers fraud-free communication with clear, verified call information, leading to a more positive experience.
- [Effortless Deployment](#)- Easily deploy HiThere across a wide customer base without the need for additional apps or software.

## Unibeam HiThere: Four Simple Steps to Engagement

Here's how Unibeam's HiThere branded calling solution works in four seamless steps:

1. The enterprise sends a branded call API with the caller ID (CLI) and message to display. Once the CLI hits, the Unibeam applet triggers a pop-up. If the CLI isn't known, the pop-up activates for the next incoming call, regardless of the number.
2. The customer sees the call information and decides to answer. There's no need to click on the pop-up—customers just answer through the phone. The Unibeam pop-up automatically disappears after 30 seconds or less, ensuring a clean user experience.
3. If the customer wants to reject the call, they can simply dismiss it. The Unibeam pop-up fades away after the call, or they can click "OK" to remove it sooner. Clicking "cancel" on the pop-up sends feedback to the enterprise, allowing them to decide if they want to drop the call on their side.
4. If the customer ignores the call, it rings through and goes to voicemail, just like any normal call.



## Unibeam HiThere - Behind the Scenes

Here's a behind-the-scenes look at how Unibeam HiThere works:

### Stage 1: The Enterprise registration and identity verification

The enterprise registers to the hiThere service. At that point, the enterprise signs a contract, the T&Cs that regulate the allowed use of “displayable name” and “call purpose message” and provides the necessary information to prove its legal registered identity and ownership of the “displayable name” unique to that enterprise. If a proposed “displayable name” is similar to other entities and could lead to end-user confusion, the “displayable name” will not be accepted or may be revoked later on. The enterprise gets an account access that will authorize this enterprise to use the API service and bind any HighThere API to the displayable name approved during registration.

### Stage 2: The Branded Call API

The enterprise sends a branded call API with the caller ID (CLI) and the message to display on the recipient's phone. The Unibeam applet monitors for an incoming call with that CLI, triggering a pop-up when the call arrives. If the CLI is unknown or left blank, the applet triggers the pop-up on the next incoming call, regardless of the number.

### Stage 3: Customized Caller Information

Each API account is associated with a “displayable name” provided by the enterprise. This name is stored by Unibeam and automatically included in branded calls. When the call goes through, Unibeam's server generates a message like, “Incoming call from [Displayable Name],” followed by the specific call purpose as defined by the enterprise in the API. The enterprise name displayed to the user is the unique name of the authenticated account of the registered business that submits the API. The traceback to the true sender is immediately visible to the user.

### Stage 4: Real-Time Feedback

If the end-user interacts with the Unibeam pop-up by clicking "Cancel" or "OK," this feedback is instantly sent back to the enterprise via an API response, allowing the business to track real-time user actions and, if needed, adjust their call handling accordingly.

