



Do (much) more for (much) less

Imagine that through the use of interactive voice and mobile media you could reduce your agent-based customer contact, whether inbound or outbound, by 10%...

Perhaps even 20%... or 30%... or maybe 40%

How much would it save you?

Consider that by applying low-cost automated contact you could actually improve the customer experience of dealing with your business, helping to engender loyalty...

How much would that loyalty earn you?

That's what the HTK workshop and trial is designed to find out, to deliver sustainable saving and customer advantage.

A competitive edge

Against a backdrop of economic uncertainty, some key issues need to be addressed;

- **How should organisations be tailoring their customer strategies?**
- **Is giving great and consistent customer service even more important than before?**
- **Will a focus on customer service help to gain market share over rivals who forget about their customers in the drive to cut costs?**

The pressure is on to deliver more for less. But how can that be squared with the needs of ever demanding customers?

More and more, organisations are looking for new ways to compete through service and gain market share over rivals who forget about their customers in the drive to cut costs.

Meeting the challenge

We all know that interactive voice response (IVR) and other e-service channels can present a tremendous financial business case, but customer perception can be poor.

However, recent evidence shows that appropriate use of proactive outbound communication by IVR and SMS mobile messaging can help to engender loyalty, as well as serving the bottom-line through a reduction in avoidable contact.

Automating just 10% of 10,000 interactions per month can deliver an annual saving in the region of £90,000.

That's a goal worth shooting for.

Let us show you how

HTK is offering a one-on-one workshop to;

- **Listen to your business challenges.**
- **Demonstrate innovative customer interaction technologies and best-practices, and present use-cases relevant to your business.**
- **Discover applications to save you money as well as delight your customers, to give you the competitive edge in a challenging market.**

The workshop session will be followed by the presentation of a tailored document containing valuable insight and recommendations, including an outline business case.

If you decide that you would like to go ahead with a trial to prove the business case and measure success in the eyes of your customers, we can work with you on that too.

The workshop (the big ideas)

The workshop is suited to senior managers and front-line staff. Stakeholders will typically include representation from IT/telecom, finance/commercial and customer service.

The half-day workshop is typically divided into three areas of focus, but can be adapted to suit a more specific agenda and dovetail into existing project goals;

- **A discussion for us to understand your business drivers and challenges, and to talk about industry and environmental trends.**
- **A practical session to demonstrate the latest customer interaction technologies, including speech recognition and mobile media.**
- **An application discovery brainstorm to identify one, two or three customer-centric processes that could underpin a valuable trial.**

The deliverable from the half-day session will be a document containing valuable insight and recommendations, including an outline business case for the applications identified as candidates for a focussed proof-of-concept trial.

If you discover that the business case is a compelling one, then we can work with you to rapidly prove the financial benefit to your business.

Not only would the trial focus on your financial success, it would also measure success in the eyes of your customers, helping to ensure a competitive and sustainable advantage.

The trial (the proof)

Even when an opportunity has been identified and a solution proposed, the question remains of how to rapidly quantify the financial and operational benefit, and gain confidence that customers will adopt the new services proposed.

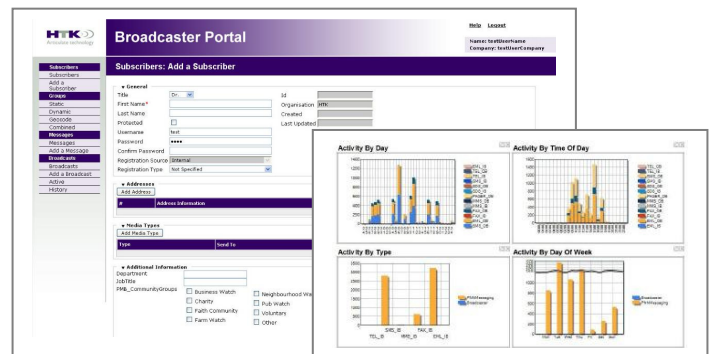
The proven HTK workshop and trial methodology is built upon a focussed objective to address these questions through a structured and low-risk approach.

- **Evaluate the latest technology**
- **Measure customer satisfaction**
- **Quantify business benefit**

The HTK Horizon platform is web-based, meaning that you won't need to install any new hardware or software in order to launch your trial; it could be up and running within weeks.

What next?

Just call us now on **0870 600 2311** or complete the form at www.htk.co.uk and we'll take it from there. It's that simple.



More and more organizations are turning to web-based “software as a service” (SaaS) to take advantage of the most advanced systems without the capital cost. Utility-based pricing offers a return on investment from the very first use.

“The popularity of the on-demand deployment model has increased significantly within the last four years. Initial concerns over security, response time, and service availability have diminished for many organisations as SaaS business and computing models have matured and adoption has become pervasive,”

Sharon Mertz, research director at Gartner.