

Overview

Businesses exist because of customers, and communicating with those customers is at the heart of marketing, sales, customer service, account management and other day-to-day business processes.

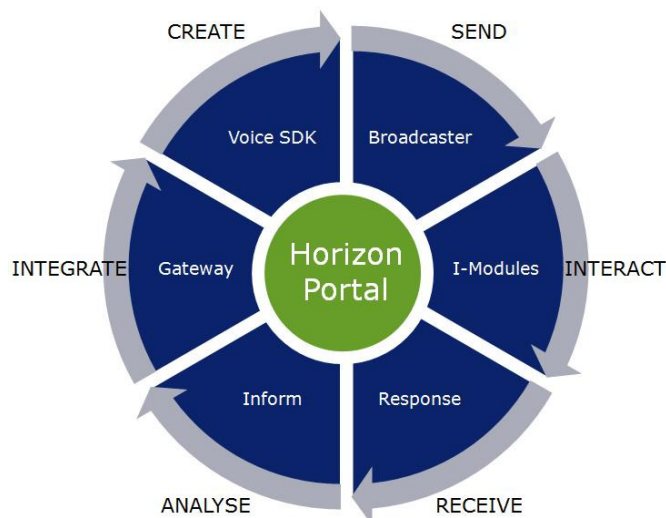
The ability to drive more valuable and more effective customer communication (through automation technologies such as mobile messaging and interactive voice response) can reduce cost, increase revenue, improve business agility and provide greater customer satisfaction.

HTK Horizon™ is a growing portfolio of proven business communication solutions to deliver these benefits, today and tomorrow as your business adapts to the challenging market. The advanced capabilities, built on open industry standards, can be used in packaged or custom configuration.

Delivered on-demand through the web (software as a service) HTK Horizon™ can be implemented quickly, and benefit can be evaluated rapidly, enabling business transformation to embrace the latest communication technologies without the risk of capital investment.

HTK Horizon™

A platform for innovation, HTK Horizon™ applies automated customer interaction to a wide range of business processes.



Benefits

Software-as-a-service for customer interaction;

- Low set-up cost and fast to implement
- On-demand utility-based pricing model
- Improved operational efficiency
- Enhanced customer satisfaction
- Extended business reach

Features

Inbound and outbound automated communication;

- IVR, SMS, MMS, email, fax, pager, Airwave SDS
- SIP-enabled for VoIP contact centre integration

Packaged components;

- **Broadcaster:** Create targeted outbound message broadcasts using lists, rules and GIS mapping tools
- **Response:** Create personalised inbound response channels and two-way call-to-action campaigns
- **I-Modules:** Interactive voice and messaging components to automate routine business tasks
- **Inform:** Dashboard-style reports and deep-dive analytical capability across all interactions
- **VoiceSDK:** Build drag-and-drop interactive voice applications as feature-rich as on-premises systems

Compliant with open industry standards

- JSR-168 web portal applications
- XML web services for data integration
- VoiceXML 2.0 and the latest speech technologies

Built with security and integrity in mind

- High capacity, robust and fault tolerant platform
- ISO 27001 information security management

Applications

HTK Horizon™ can be applied across a range of business functions, to communication-enable day-to-day processes through data-driven interactive voice and messaging.

Data from across the enterprise can be used to enable “one to one” personalised interaction, improving the customer satisfaction rating that underpins any financial business case for automated communication.

“Creating differential business value through innovation of the customer experience, on a platform that can significantly reduce ongoing costs”

Marketing and sales

HTK Horizon™ provides services for targeted marketing messages to be sent to existing and potential customers, to provide information or to stimulate action.

Interactive voice, email and SMS communication can be data-driven to provide a personalised customer experience, leveraging brand and maximising the completion rate for data capture, surveys and transaction fulfilment.

The success of two-way multi-channel marketing campaigns can be measured and reported on-line in near real-time.

Billing and payment

HTK Horizon™ can significantly reduce the cost of keeping customers up to date regarding the status of their accounts, through automated payment reminders and requests to settle overdue balances.

Experience shows that timely reminders can lead to full payment and prevent a situation where the risk profile of a debt increases. Card payment can also be automated.

Some finance businesses using automated notification have seen a 96% increase in payments within 5 days of contact.

Customer service

HTK Horizon™ includes a range of best-practice modules for multi-channel customer self-service, including advanced IVR with speech recognition, email and mobile messaging.

By applying customer data to handle inbound contact in a more personalised way, the number of calls greeted by a generic IVR can be significantly reduced.

Proactive outbound contact (such as notifications, reminders or regular updates) can improve customer satisfaction and significantly reduce inbound call volume.

Operations management

HTK Horizon™ can be integrated with a wide range of back-office systems, including ERP, BPM and CRM.

Automating traditionally ad-hoc or manual communication between customers, staff and suppliers can result in more efficient process execution; often reducing the time required to complete those tasks and providing even greater efficiency deep within the overall business process.

HTK Horizon™ leverages service-oriented and event-driven IT architecture principles.

Warning and informing

HTK Horizon™ combines web-based and SMS registration with high-volume multi-channel outbound message broadcasting, to educate communities about the action they should take in an emergency situation or incident, and to provide updates and reassurance following an incident.

Automated inbound response channels, such as IVR information lines, can provide up-to-the-minute information in conjunction with an outbound message broadcast.

The use of advanced geo-coding capability means that localised information can be provided, even for national incident management.