



The challenge

The constraints of legacy IVR systems cannot meet the growing needs of businesses in an increasingly competitive market where customer satisfaction is vital to success.

HTK can help you to identify the opportunity for greater efficiency and saving through IVR self-service automation, and then realise that opportunity through the rapid and highly cost-effective approach of hosted service delivery.

Follow the proven HTK process to;

- 1) **Benchmark your existing IVR against industry best-practice and your direct competition.**
- 2) **Evaluate the latest technology and techniques to provide an improved customer experience.**
- 3) **Implement a service improvement with clear financial benefit, sustainable through a focus on success in the eyes of your customers.**

HTK can transform your current IVR operation, on a platform and through a methodology that will continue to deliver a financial and competitive advantage into the future.

“ **HTK has helped to revolutionise the way we manage our information IVR. Ultimately, they’ve delivered a market leading solution that gives our millions of customers a personalised, easy way to self-serve a huge range of information, maintaining great customer experience and satisfaction.** ”

Communications Manager
Leading UK mobile service provider

Customers don't like your IVR...

That's the problem faced by the majority of companies with IVR systems installed today, and the reasons are simple.

People engage your business with a task in mind. They may want to find out information or buy a certain product, or they may want to report a problem that they're having.

When your customers call you, they know why they are calling and they have a firm expectation of how their call should progress. Your challenge is to meet that expectation.

Instead, your IVR gets in the way. It creates an obstacle between your customer and the task they have in mind. It adds friction that slows down rather than speeding-up the process of your customer doing business with you.

The greater the friction, the slower the process and the more you risk missing your customers' expectations. The more you do that, the more likely they are to leave you.

Bad IVR can be the root of a major business problem.

So change your IVR!

The fundamental problem is that your IVR has no idea why someone is calling, so it has to discover the task at hand. A person can do that relatively quickly, but most IVR's cannot.

The time taken for your customer to "explain" what it is that they want to do, one key-press at a time, is perceived as impersonal, inconvenient and wasteful. That's the friction.

You need to make it easier for your customers to complete the task they have in mind, by routing their call first-time or by providing intuitive and personalized self-service options that work *for* your customers rather than against them.

And it's easier to change than you might think.

