



## The challenge

Whether clients come to you or you travel to them, a missed appointment can be operationally disruptive and costly.

In the NHS for instance, no-shows account for 10% of all first appointments and 13% of follow ups, costing in the region of £614 million a year and a significant loss in performance.

For customer home deliveries or service visits, the average cost to the business of non-attendance by the home owner will typically fall into the range of £25 to £50.

Reminder letters and staff calling of an appointment list are simply not cost effective ways to address the problem.

## HTK Prompt-2-Attend

HTK Prompt-2-Attend reminds people of their upcoming appointments by sending a personalised mobile text message or email, or by making an automated voice call.

People are often embarrassed when they forget or miss an appointment, and evidence shows that an automated phone call or message will usually be gratefully received.

In a recent study, only 7% of those surveyed said that they would not like to receive a notification before an engineer visit. 75% said that they would positively welcome the call.

Reminders can be scheduled anywhere from a few days to a few hours in advance, based on business rules and personal preferences of the client. For instance, “first remind me two days in advance and then again an hour before”.

For automated voice calls, answer phones can be detected and the call retried later or a personalised message left after a number of tries, maximising the chance of getting through.

Not only does HTK Prompt-2-Attend provide a valued service to jog peoples memory, but an option can be provided for clients to confirm attendance, cancel or even re-schedule the visit with minimal effort.

## Reduce the cost of non-attendance

Nearly half of no-shows are simply because people forget. A timely and personalised reminder can be all that is needed.

For an organisation with 250,000 appointments per year and an average non-attendance cost of £40, evidence shows that you could make an annual saving of £800,000 – which equates to a saving of £3 for every appointment made.

- Reduction in non-attendance of up to 50%
- Utility-based pricing offers an immediate return on investment as no-shows reduce.

## Cut the cost of rebooking

Non-attendance can be identified early, and appointment slots that become available can be re-booked.

Interactive voice response and mobile messaging can be used to capture and confirm the new appointment details, optionally integrated with an existing booking system.

- Reduction in the cost of appointment confirmation and rebooking of 85%

## Improve use of resources

Appointment reminders can be sent at the most appropriate time, for instance in the early evening when manual calling would be least convenient.

The efficiency of rescheduling, particularly at peak times such as early morning, can be significantly improved whilst allowing staff to focus on more fulfilling activities.

## What next?

Please get in touch and invite us to show you how HTK Prompt-2-Attend can help to reduce non-attendance, cut the cost of rebooking and improve internal efficiency.

## HTK Horizon™

The HTK Prompt-2-Attend solution is delivered on the web-based Horizon™ platform for “intelligent customer contact”.

Appointment reminders can be sent by email, SMS, MMS, pager and interactive voice call (IVR). Optionally, inbound replies and rescheduling requests can be received and processed by email, SMS, IVR and mobile web site.

Outbound messages can be event-triggered through an XML Web Services interface, or sent from a simple-to-use and secure web user-interface or standard email client.

## Configuration

Typical configuration includes the following components:

### 1) Horizon™ Applications

- Prompt-2-Attend (IVR\_OB)
  - With configurations to confirm and reschedule appointments.
  - Options to verify the recipient, or leave an answer-phone message.

### 2) Horizon™ Gateway

- XML Web Service to initiate outbound IVR calls and send SMS reminders.
- Includes code samples and technical support to test the integration.

### 3) Horizon™ Reports

- Online reports to show reminder results and headline performance indicators.

Optional components include:

- Horizon™ Applications
  - Prompt-2-Attend (IVR\_IB)
    - Enabling dial-back to confirm and reschedule appointments.
  - SMS to Email

- To receive confirmations and rescheduling requests by SMS.

- Horizon™ Broadcaster
  - To manually send reminders through a secure and simple-to-use web interface.
- Horizon™ Response
  - To set-up inbound response channels for missed-call IVR dial-back and SMS replies.
- Horizon™ Messaging
  - For administrative staff to send IVR and SMS reminders from their email client.
- Horizon™ Contacts
  - To import customer contact details to whom reminders will be sent.
- Horizon™ Content
  - To create and manage SMS and email message templates and IVR prompts.
- Customer opt-in by web-form and SMS
  - To capture the phone details of customers, plus other preferences to tailor the service.
- Design, build and hosting of a mobile web site
  - To provide customers with a convenient mobile facility to confirm appointments.
- SMS long-number or short-code
  - To receive SMS confirmations and replies.
- 0800, 0845 or 03 (public sector) phone number
  - To receive missed-call dial-back responses.
- Horizon™ User Training
  - For Super Users and Administrators.
- Consultancy on messaging strategy
  - To develop the customer experience and maximise the financial cost-saving.