



Overview

HTK Prompt-2 services save organisations time and money by sending targeted and highly personalised messages to customers and other stakeholders through fast, convenient and low-cost communication channels such as interactive voice, mobile messaging and email, rather than postal mail or labour-intensive contact centre operations.

Not only are the HTK Prompt-2 services low-cost, they can help to improve customer loyalty and contribute to bottom-line profitability. Unlike “spam” email or unsolicited cold-calling, HTK Prompt-2 services provide customers with timely and valued content; whether personalised “1-to-1” marketing messages or proactive customer service.

In recent UK and international studies, consumers have expressed a strong preference to receive this type of proactive outbound contact. For example, in one survey 87% said they would either like or love to receive a notification when there is a threat of fraud, for instance when their credit card is used.

Furthermore, people are willing to pay for such value-added facilities, or will view them as a service differentiator that can engender loyalty to the service provider. HTK Prompt-2 services provide a way to “differentiate on service”, whether as part of a customer retention or growth strategy.

“Our customers don’t see it as intrusive marketing, so we can make more frequent contact. Renewals have increased by 17%”

“Response to the initiative has been terrific and the reduction in non-attendance has exceeded the business case expectation”

“We’ve reduced our cost of debt recovery by 42% and yet we’re collecting 50% more than before! It’s a tremendous success”

Customer lifecycle

HTK Prompt-2 is an integrated service portfolio to address a wide range of business tasks throughout the customer lifecycle; from marketing and sales to customer service.



Benefits

HTK Prompt-2 services can be integrated, configured and managed using web-based software, meaning no expensive set-up and a pay-as-you-go pricing model.

- Low set-up cost
- Fast to implement
- On-demand pricing model

HTK Prompt-2 services enable you to reach more customers at lower cost, with timely and valued content. Not only can this improve day-to-day operational efficiency, but it can improve customer satisfaction and engender loyalty.

- Improved operational efficiency
- Enhanced customer satisfaction
- Extended business reach

HTK can advise you on your outbound communication strategy, including the latest regulatory considerations.

Prompt-2-Buy

HTK Prompt-2-Buy allows you to leverage your information about customers and prospects, to tailor messages for highly personalised multi-channel 1-to-1 proposition marketing.

Equally personalised inbound response channels, based on known customer preferences, enable targeted call-to-action campaigns with stunning sale conversion rates.

- Increase response rates and sales
- Reduce the cost of service
- Build customer loyalty

Prompt-2-Pay

HTK Prompt-2-Pay enables you to contact customers earlier in the debt cycle, with an automated but sensitively scripted reminder that can help to bring in payment sooner.

Businesses using automated notification have seen a 96% increase in payments within five days of contact. What's more, customers really value the service.

- Lower the cost to collect
- Reduce bad-debts
- Improve cash-flow

Prompt-2-Attend

HTK Prompt-2-Attend allows you to contact clients a day or several days prior to their appointment, to remind them of the details and confirm or cancel attendance.

Up to 40% of no-shows are simply because the person forgot. Depending on the scenario, reductions in non-attendance by 50% to 90% are not uncommon.

- Reduce non-attendance
- Cut the cost of rebooking
- Improve use of resources

Prompt-2-Respond

HTK Prompt-2-Respond allows you to enhance many day-to-day business processes with automated communication.

For example, to confirm that a problem has been resolved to satisfaction, or to ask whether a form has been returned.

- Improve operational efficiency
- Enhance business agility

Prompt-2-Say

Only a small proportion of customers complain. Most would rather quietly take their business elsewhere while telling more than ten other people about their bad experience.

HTK Prompt-2-Say gives your customers a voice, allowing you to measure their satisfaction and your performance.

- Measure customer satisfaction
- Evaluate agent performance

Prompt-2-Act

HTK Prompt-2-Act can form a valuable part of any business continuity or crisis management plan, proactively advising customers and stakeholders what to do in a given situation.

Mapping tools enable regional targeting and the ability to focus national incidents onto a localised, personalised scale.

- Reach more people, faster and at lower cost
- Provide localised information on a national scale

Why HTK

HTK offers a one-stop solution to the challenge of reducing capital and operating costs, while creating distinct business value through a visible commitment to customer service.

HTK is a platform for innovation. With tools for new service creation and a roadmap offering a continual progression of capabilities, it's a solution for tomorrow as well as today.