

## Customer Experience Matters

With products becoming commoditised, price reductions no longer sustainable and customers shopping harder for value, companies are focusing on the customer experience as a means to differentiate, compete and win.

In fact, customer experience has emerged as the single most important factor in achieving financial success. Brand loyalty is purely and simply the sum-total of all experiences served-up by an organisation, and loyalty adds to bottom-line profit.

Other research has shown that product price, performance and other “rational” factors account for at most 50% of the customer experience; the other 50% coming from largely subconscious factors such as the senses stimulated and the emotions evoked.



Organisations cannot avoid creating or adding to that overall experience every time they interact with a customer face-to-face, on the web, by phone or any other contact channel.

Many negative emotions such as feeling irritated, stressed, frustrated and unsatisfied have become synonymous with poor customer-service automation; call-queues and badly designed interactive voice response (IVR) services, “spam” email and mobile-text marketing, and cold-calling.

By harnessing the value of a CRM platform and bringing it to the front-line of customer interaction, these outdated and destructive practices can be reduced or even eliminated.

## Unlocking the CRM Potential

The information held within an existing CRM system can be used to personalise each and every customer interaction.

By acknowledging customers as individuals and treating them accordingly, negative experiences can be avoided. Instead, positive emotions such as feeling valued and cared-for can add to a positive experience and enhance loyalty.

**On average, customer experience leaders in any given market will have a loyalty-advantage of more than 14%.**



## HTK Horizon™

The HTK Horizon™ platform can help to unlock the potential of a CRM implementation, by enabling a more personalised approach to customer service and marketing automation.

Traditionally “dumb” contact channels such as interactive voice response (IVR), mobile text messaging (SMS) and even email, can be made more intelligent and personalised by using the CRM data that you already have, and by enabling the acquisition of new data as part of a progressive strategy.

And because Horizon™ is web-based, a step-change transformation to the customer experience of key business processes can be achieved rapidly and without capital cost.

## Agile CRM

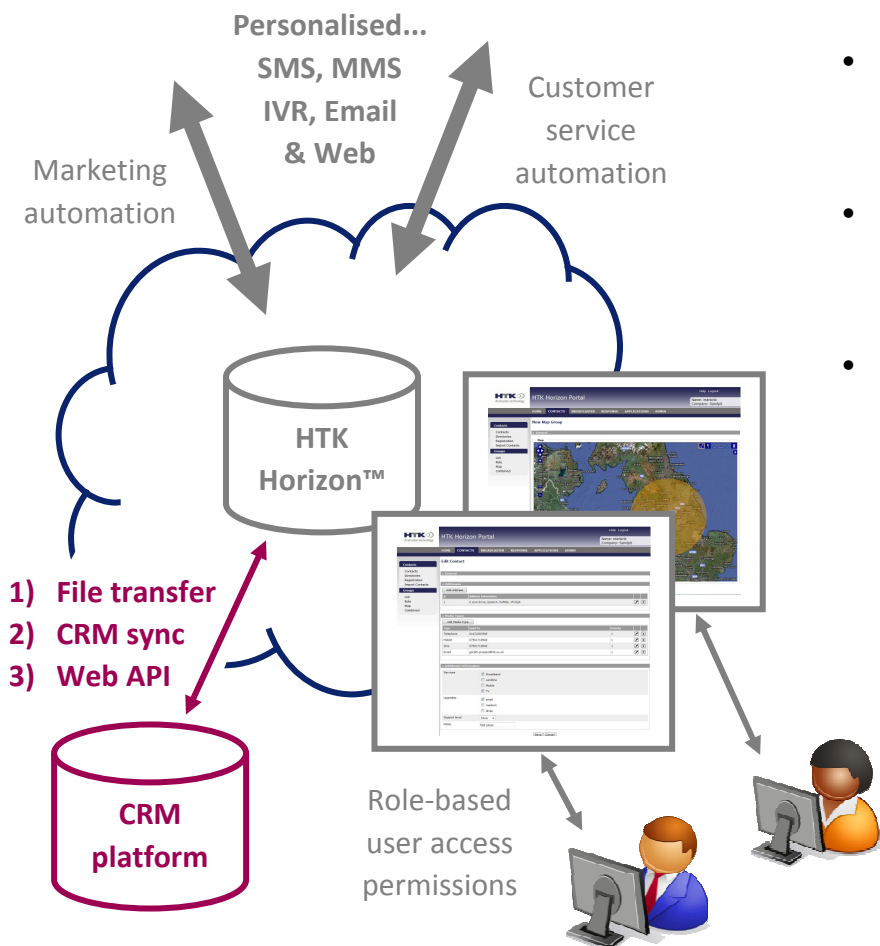
A CRM platform can typically be found at the heart of any successful organization. However, CRM alone is insufficient to underpin a strategy for successful customer interaction.

Where CRM is enterprise-led and designed to manage customers for maximum efficiency, CEM is a strategy that focuses the operations and processes of a business around individual customer needs.

Opening-up CRM data to the necessary people and systems across an organization can take time as well as money, and present significant operational challenges in terms of performance, governance and day-to-day control.

What's needed is a secure and controlled environment that can make CRM data readily available to customer service, marketing and other business departments, on demand.

In short, agile CRM.



## Improved Business Processes

Through CRM agility, new and improved business processes can be rapidly tested and operationally deployed, without the risk of disruption to existing systems.

HTK Horizon™ enables Agile CRM, bringing valuable data to the front-line of customer interaction. Marketing, customer service and other essential business functions can be made more personalized and value-added, improving the customer experience and increasing loyalty.

## Applications

HTK Horizon™ is a web-based enterprise platform for multi-channel marketing and customer-service automation. Horizon™ is also used extensively in the public sector for mass-notification (public “warning and informing”).

Applications include:

- **Speech-enabled IVR**, with dynamic content rather than flat “press ABC” menus. Calls are shorter and self-service containment rates are higher.
- **Personalized inbound call queue**, treating every caller as an individual. Frustration is reduced and sales can be increased with on-hold interaction.
- **Proactive outbound contact**, using IVR, SMS and email to notify customers of service-related issues and collect information for two-way automation.
- **Multi-channel marketing**, using opt-in customer preferences and a powerful campaign engine to improve acquisition and retention strategies.

“HTK has helped to revolutionise the way we manage our information IVR.

Horizon™ is 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.”

Chris Brown  
Communications Manager, O2 UK