

Customer experience

The 2009 National Passenger Survey, conducted by Passenger Focus, found that on average around 85% of customers on long-distance operators were very or fairly satisfied with their journey (86% for regional operators).

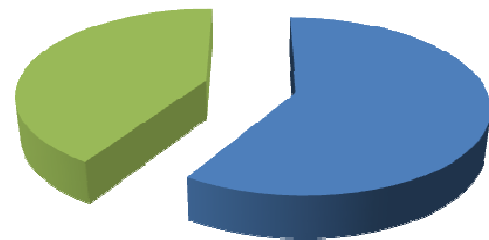
However, the results also showed that when things go wrong, for instance dealing with a delay, the perception is very much worse. Only 35% of regional operator customers felt that the process of dealing with delays was satisfactory.

Every customer experience, whether good or bad, has an impact on loyalty. Loyal customers spend more, and more importantly, recommend to others. Loyalty creates profit.

To increase satisfaction, and therefore to increase loyalty and profit, rail operators can focus on key aspects of their customer service – such as handling delays – through timely and proactive passenger communication by email, mobile text messaging, interactive voice calls and other channels.

Word of mouth is powerful.

Organisations can't control what people say, but they can influence the experience they have as a customer.



■ Better opinion (58%) ■ No change (41%)

Results of a survey conducted by Suffolk Police to show the impact of proactive communication on overall satisfaction



Recognising the problem

The first step when seeking to improve the customer-experience is to remove the “negative emotions” that can destroy brand-loyalty and bear a significant financial cost, not just through customer loss but through complaint handling and other knock-on service procedures.

Passengers want to feel valued and cared-for. They want to know that when a problem occurs it will be dealt with efficiently, which includes keeping them regularly informed.

Outbound messaging services and inbound information lines that can serve passengers with personalised and up-to-the-minute information can go a long way towards that goal.

Applications

HTK provides solutions for interactive mobile marketing and automated customer service, helping organisations to “sell more and serve better, at lower cost”.

Automated service updates

Notify customers and passengers of journey-related issues such as delays, cancellations and schedule changes.

Customers can opt-in to the service on your website or using mobile SMS, with extensive options for personalisation.

Outbound messages can be centrally managed or delegated to individual stations, whilst maintaining central reporting.

Personalised information line (IVR)

A single national 0800 or shared-cost phone number can be used to provide localised information to callers. Content can include scheduling information, service updates and offers.

At peak times, calls can be handled using an intelligent call-queue that can significantly reduce caller frustration.

HTK “personalised IVR” is used by O2 UK, handling 30 million calls per-year for 17 million pre-pay customers.

Ticket offers and season-ticket renewals

Renewal rates can be increased through a timely reminder by email or mobile text message, with automated payment and a range of options for standards-based IT integration.

HTK Horizon™ is a class-leading platform for multi-channel marketing automation by email, web and mobile channels.

Marketing campaigns can be micro-targeted to customers based on their routes and other acquired knowledge.

Customer feedback management

Collect valuable insight from customers, through mobile web and text messaging, to improve your marketing and service programs in ways that will better serve their needs.

Capture issues as they occur, and deal with them promptly to help avoid customer loss and negative word-of-mouth.

The HTK Horizon™ platform

The HTK Horizon™ platform is web-based (Software as a Service) meaning no up-front investment, with a range of proven applications to mobilise a wide range of day-to-day business processes through IVR, SMS, MMS, email and Web.

HTK has provided hosted and managed services since 1996, to public and private sector clients, including systems classified as Critical National Infrastructure.

The levels of scale and security offered by HTK have made Horizon™ a preferred platform for the public sector and other organizations where security is paramount.

Free workshop and trial

HTK is offering a free of charge “Discovery Workshop” to show you the state-of-the-art in multi-channel intelligent customer-contact solutions using web and mobile channels.

Because the Horizon platform is web-based, there’s no large up-front investment and integration with existing systems can be relatively quick and easy. With Horizon™, you can be up and running with a first-class service in no time.

For more information, please contact Gareth Prosser on **0870 600 2311** or email gareth.prosser@htk.co.uk

“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