



The challenge

Due to the sheer volume of interactions and the burden of legacy workflows, corporate business-processes can be slow and cumbersome. In contrast, the expectations of customers for speed and convenience are increasing.

More and more, organisations are finding that fast and efficient customer service can reap dividends as a key area of competitive differentiation. To compete, businesses need to become more agile and responsive to customer needs.

The challenge is to deliver what customers really want, by introducing speed and convenience into day-to-day business processes, but without introducing significant new costs.

HTK Prompt-2-Respond

HTK Prompt-2-Respond reduces the latency and delay that can be inherent in many traditional business processes, to enable more rapid response and faster decision making.

By linking communication capability into business processes, velocity can be increased throughout the enterprise and customer service expectations can be exceeded.

Paper-based and face-to-face communication can be reduced and enhanced through low-cost and convenient mobile channels; for instance to check that a customer has received an information pack, or to gather information and instant feedback to progress a service issue or new order.

Prompt-2-Respond is built on a principle of event-based processing that enables more responsive and higher quality service to be delivered across all customer contact points, by interactive voice calls, mobile text messaging, email and fax.

In line with established best-practice, Prompt-2-Respond leverages proven ICT standards such as Service Oriented Architecture (SOA) and Session Initiation Protocol (SIP).

Intelligent tools for reporting and business analytics enable the impact of every customer contact to be measured.

Reduce operating costs

Automated correspondence by interactive voice or mobile messaging is around a tenth of the cost of live agents or paper-based postal communication.

Automating just 10% of 10,000 interactions per month can deliver an annual saving in the region of £90,000.

Recent evidence shows that appropriate use of proactive outbound communication by IVR and SMS mobile messaging can help to engender customer loyalty, as well as serving the bottom-line through a reduction in avoidable contact.

Improve efficiency

Customers want regular and timely feedback, to show that the process they are engaged in is moving forwards, and they want their required input to be fast and convenient.

Replacing postal communication with Prompt-2-Respond can speed up a typical business process from three days to just five minutes, plus hours saved on manual processing.

Customers will be more engaged and informed, meaning an improved service rating or a faster sales cycle.

Create business agility

As Zeus Kerravala of Yankee Group says, "Intelligent communications will help to transform companies by acting as the glue that joins end users, networks, communication technology, and business applications. This will create the business agility that organizations require to achieve the next level of employee productivity and customer service."

What next?

Please get in touch and invite us to show you how the HTK Prompt-2-Respond service can help to improve efficiency, create business agility and reduce your operating costs.

HTK Horizon™

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

Customer communication can be sent by email, SMS, MMS, pager and interactive voice call (IVR). Optionally, inbound replies and fulfilment 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™ Contacts
 - To create or import customer contact details, including opt-in preferences.
 - To define target groups of contacts to receive specific outbound messages.
- 2) Horizon™ Content
 - To create and manage SMS and email message templates and IVR prompts.
- 3) Horizon™ Broadcaster
 - To send targeted communications through a secure and simple-to-use web interface.
- 4) Horizon™ Response
 - To set-up inbound multi-media response channels for two-way customer dialogue.
- 5) Horizon™ Reports
 - To show response rates, conversion rates and other key performance indicators.
- 6) SMS long-number or short-code
 - To receive SMS messages in response to outbound mobile text correspondence, with optional forwarding to email.

Optional components include:

- Horizon™ Applications
 - Address Capture (SMS)
 - Capture and validates the email address of a customer.
 - Delivers a Portable Document Format (PDF) brochure by email.
 - Address Capture (IVR)
 - Captures a postal address using speech recognition, or triggers a response for SMS capture.
 - Custom IVR service
 - Speech-driven voice self-service for a range of business tasks.
- Horizon™ Gateway
 - XML Web Service to trigger outbound messages from business systems.
 - Includes code samples and technical support to test the integration.
- Horizon™ Messaging
 - To engage in two-way SMS dialogue with customers through a standard email client.
- Customer opt-in by web-form and SMS
 - To capture customer contact details and opt-in communication preferences.
- Design, build and hosting of a mobile web site
 - To extend brand presence and provide a convenient mobile response channel.
- Horizon™ User Training
 - For Super Users and Administrators.
- Consultancy on messaging strategy
 - To develop the customer experience and maximise the financial return.