

# HOWTOEXPERIENCE

## Contact Incubator

*Incubating better customer contact - quickly*

### WANT MORE RETURN ON YOUR CONTACT SPEND?

Improving the relevancy and return from customer contacts will deliver a big prize. And it's becoming more important in this tough market. You're keen to try different strategies. But proving the benefits upfront is difficult. You'll be frustrated by the set up and implementation issues – data integration, at best 3-month IT configuration, diverting resources from day to day work, and skills. Now there's a way to move forward:

The **Contact Incubator** platform from **HOWTOEXPERIENCE**.

We identify the three areas that will have greatest impact on the bottom line and you can try them out and prove the benefits case

**...quickly, securely, with low set up costs and no lengthy IT process.**

Our approach guarantees you minimum disruption to business as usual. You can be up and running in weeks. All, without breaking the bank. How? An unique end to end contact solution incorporating:

- ✓ The best contact strategy expertise
- ✓ A web-based, hosted, highly configurable multi-media campaign management capability,
- ✓ High Quality Outsourced Multi-media contact centre

H2X have the experience and tools to spot the biggest opportunities and deploy them quickly so you know with confidence how much it will be worth.

### QUESTIONS WITH ANSWERS

**Contact Incubator** gives answers to all the key contact questions you have. Measurement is built in and results evaluated using a business case model based on your data. Helping you to cut through to the things that make a real difference, before you roll-out. So if you really want to know...

- The affect collecting data and permissions has on Average Handling Time?
- Whether text or e-mail confirmation makes customers feel reassured and stops them calling in again?
- Whether an integrated event-based engagement strategy in the first 100 days uplifts spend in a way that's worth it?
- Whether following up drop-outs from web sites or DM responders who didn't buy can uplift results?
- If a different treatment and selling strategy will affect retention or short term spend?

“ *We focussed on the first 100 days of our customers relationship. The result was impressed customers who consequently uplifted spend significantly. An intentional experience led to intentional results* ”

**SIMON CHRISP**  
VICE PRESIDENT, AMERICAN EXPRESS

HOW TO EXPERIENCE

t. +44 (0) 1628 777945 e. info@h2x.biz w. www.howtoexperience.com



### ABOUT HOW TO EXPERIENCE

H2X is an experience consultancy. We open up organisations so they know where, and how, to deliver the intentional experiences that will make a lasting difference to customers, channels, and employees. We provide the experience to add value and build revenue.

We think Big – but also think Real

### A UNIQUE CAPABILITY

**Contact Incubator** is unique : it combines H2X's best practise contact strategy thinking with best of breed implementation. This secure and highly configurable end to end contact solution is made possible through a unique partnership with **T-Point** and **Carpeo**.



**T-Point** is a cost-effective hosted contact platform with an integrated multi-media outbound campaign management engine with highly configurable scripting and workflow. A unique data structure with web-based services makes configuration easy and two-way interfaces to your systems as real time as you need them to be. So improvements to all or part of an end to end process can be trialled.



**Carpeo**, a high quality, directly authorised with FSA, outsourced contact centre provider, give us a secure area within their Swindon facility with dedicated agents to manage out-bound calling. Resourced, sized and scaled to your needs, you can buy this on a project basis or annually and use it as your ongoing incubator.



“ *Our revised contact strategy uplifted sales by 35% against a control group decline of 7%. It's our best performing campaign* ”

SHAUN ROBERTS  
ROYAL MAIL, CRM MANAGER

## Contact Incubator

*Incubating better customer contact - Quickly*

### WHAT CAN I EXPECT

#### A. Accelerated Results

Ease and speed of implementation means real progress and a rapid Return-on-Investment

#### B. Best Practice

Our contact experts will ensure you focus on areas where others have made biggest gains first

#### C. Control, Real Time and Flexibility

An unrivalled test facility. Full traceability of every action is available for analysis. Real time remote call listening is available for learning and quality purposes. You can change scripts, channel mix and workflow real-time as the campaign runs.

### DO IT NOW

**Contact Incubator** can have new treatments up and running for you within weeks. Configured and sized to your needs with minimal upfront cost. Start your three month trial now!

### A MODULAR APPROACH

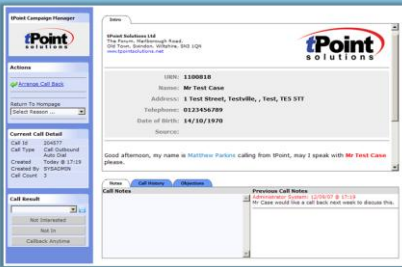
**Contact Incubator** is modular: you can buy the full, integrated solution or just the components you currently need on a one-off trial basis for three months or as your annually retained test capability.

1. **Detailed analysis** – We suck out a single view of your data and slice and dice it to understand the major opportunities for better contact strategies. We'll define the top three opportunities initially for focus. We'll size the potential opportunity.
2. **Contact Strategy Test Ideas** – We'll agree with you the detail of the contact ideas to incubate - exactly what we'll do differently. Define test cells, volumes, approach. Detailed treatments and workflows are then worked up ready to sign-off and start.
3. **Set Up & Configuration** – We agree measurement criteria, set up the business case and configure capability based on test requirements. We'll recruit your outbound incubator team, train them to your standards and set up the Incubator to go live. We'll programme campaign logic and workflow and set up interfaces to IT systems for feeds.
4. **Campaign Execution & Results** – Crack on and monitor on an hourly, daily and weekly basis. See real time results as the campaign progresses on your own on-line results page and listen to progress remotely. Re-configure based on learnings.
5. **Scale and roll out** – Once successful and proven, scale and roll-out into main operations. Repeat test and learn in other areas.

### HOW DOES IT WORK ?

#### Flexible Campaign Management:

The T-Point web-based hosted software can execute the most complex multi-step, integrated multi-media campaign process. It's a secure internet based service that can run anytime, anywhere – in your facilities or ours or both.



**Minimal internal IT:** No installation of software or hardware is required, reducing initial and ongoing demand on overstretched IT resources. One-off data extracts can be handled and/or real-time interfaces can be established via web services.



#### Secure Contact Centre Test Facility:

The incubator can be established with a bespoke, secure outsourced multi-media contact centre team away from the day to day pressures.

### Results Guaranteed!

We're so confident in our capability to deliver improved results we'll even work on a risk and reward basis.

**CALL DAVID WILLIAMS NOW**  
on +44 (0) 1628 777945

to find out how  
**Contact Incubator®** can  
deliver results quickly for **you**

#### HOW TO EXPERIENCE

t. +44 (0) 1628 777945 e. [info@h2x.biz](mailto:info@h2x.biz) w. [www.howtoexperience.com](http://www.howtoexperience.com)