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## Aculab and HTK Horizon

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**Aculab powered IVR  
revolutionizes  
management of self-  
service information  
IVR solutions**



**HTK's Horizon Digital Marketing Hub enables businesses to make sense of their customer data and then act upon that insight immediately across all channels – online, in-store, in-app, email, mobile and contact centre.**

Interactive Voice Response (IVR) services form a core part of HTK's service and its Horizon IVR handles an average of over 500,000 calls per week for innovative, high profile clients such as Telefónica O2, Specsavers, Derbyshire County Council, and the Scottish Environment Protection Agency.

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Aculab powered IVR revolutionizes management of self-service information IVR solutions

## The challenge

HTK deploys its cloud-based Horizon IVR solution across a range of market sectors, including retail, telecoms, and the public sector.

The needs of HTK's customers are many and varied, and their demands for IVR and self-service capability required the development of an innovative solution that offers a personalised and relevant call experience for each caller. HTK's Horizon IVR technology needs embrace:

- IVR and self-service functionality
- Reliable telephony software
- Support for virtual platform instances
- Elastic, scalable platform
- No capital expenditure



Partner:	HTK
Solution:	Cloud-based IVR
Industry:	Various
Requirement:	Targeted information self-service

## The solution

HTK chose Aculab's telephony software for its cloud-based Horizon IVR, because it met its needs in terms of supporting essential IVR functionality – multiple format playback, DTMF recognition, barge-in, grunt detection, etc. – and fulfilled its expectations for virtualisation and scalability. As it is a software platform, HTK was able to avoid the capital investment, and the major headaches, associated with hardware alternatives.

Using Aculab's software, HTK is able to scale its Horizon IVR elastically, creating or destroying virtual instances to meet its customers' demands for growth and usage peaks. SIP connectivity means integration with all major contact centre systems suppliers is a given, permanently or on demand.

## Here's what HTK told us

"In an increasingly complicated business environment, strong partnerships are obviously of critical importance.

We've enjoyed a long-standing relationship with Aculab over the years, and they've provided all the support we need, being never more than a phone call or email away.

Aculab has invested time and resources into optimising its software, which has added value to HTK's cloud-based platform. Aculab's software provides the reliable, scalable platform we need, undoubtedly contributing to the tremendous success of the HTK Horizon IVR platform, and helping us deliver outstanding services to our customers."

-Marlon Bowser CEO HTK

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## The outcome

Businesses have chosen HTK's Horizon IVR platform, because it enables them to revolutionise the way they manage their information IVRs to gain tangible business benefits. Horizon IVR has become a market leading solution that provides a readily accessible, customisable way to self-serve a huge range of information for HTK's users, clients, and subscribers.

Horizon IVR automatically selects the right information, messages and offers for each caller, based on any data, such as their location, interests, preferences, purchases, product holding or renewal date. By enabling intelligent call flows, powered by Aculab's software and based on segmented, data driven customer profiles, HTK is able to deliver a much better customer experience than possible with traditional IVR.

HTK's customers get the triple benefit of substantially reduced costs, the business agility to quickly customise and adapt the IVR experience, and improved customer service metrics through being able to deploy shorter, more focused automated calls, with fewer transfers to agents. And many clients have seen a rapid return on investment, because targeted and personalised offers lead to a higher conversion rate.



## About Aculab

Aculab is an innovative company that offers deployment proven technology for any telecoms related application. Its enabling technology serves the evolving needs of automated and interactive systems, whether on-premise, data centre hosted, or cloud-based.

Over 1000 customers in more than 80 countries worldwide, including developers, integrators, and solutions and service providers, have adopted Aculab's technology for a wide variety of business critical services and solutions.

Aculab offers development APIs for voice, data, fax and SMS, on hardware, software and cloud-based platforms, giving a choice between capital investment and cost-effective, 'pay as you go' alternatives.

## For more information

To learn more about Aculab Cloud and Aculab's extensive telephony solutions visit:

**[www.aculab.com](http://www.aculab.com)**

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## Contact us

### Phone

+44 (0) 1908 273800 (UK)

+1 (781) 352 3550 (USA)

### Email

[info@aculab.com](mailto:info@aculab.com)

[sales@aculab.com](mailto:sales@aculab.com)

[support@aculab.com](mailto:support@aculab.com)

### Social



@aculab



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