

“It is highly unlikely we would have been able to do this speech recognition project in-house given our time, technical resource and financial constraints. West’s expert speech recognition team and outsourcing business model allowed us to get the speech application designed and operating in weeks, and we started enjoying the cost savings right away. We’re delighted with how West’s hosted speech solution has worked for us”

*Bank Vice President  
Leading Financial Institution*

### **OBJECTIVE: Manage Costs And Maintain High Customer Service**

One of the nation’s leading financial institutions, launched a prospecting campaign that featured invitation letters to potential customers, instructing them to call the institution and apply directly over the phone. The campaign proved to be highly successful at driving increases in applicants and call volume. The down side of their success was the rapid increase in transaction costs. The company quickly realized that they needed a way to reduce their rising costs and still maintain the high level of customer service that they were known for.

The financial company’s internal IT team did not have the resources or time to develop the type of automated program necessary to help alleviate their growing problem. So the financial services provider analyzed several national customer contact providers and ultimately chose West to provide a customer acquisition solution that would meet their high standards for customer service and to help them reduce costs.

### **THE WEST SOLUTION: A Cost Effective Contact Solution**

West’s technical and client services team immediately set out to understand the client’s key objectives, and time constraints. After analyzing different strategies to deal with the client’s challenge, West’s team of experts developed a comprehensive, customer acquisition solution that could be brought to market quickly and meet their goals. The solution incorporated Advanced Speech Recognition (ASR), live agent support and Computer Telephony Integration (CTI).

Drawing on the company’s expertise in speech recognition application design, telephony and technical operations, West’s professional services team designed and implemented an out-sourced speech recognition solution in a matter of several weeks. All calls into the client start out in the ASR system, where callers provide relevant application data while the caller is queued up to be transferred to a live agent. Once a live agent is free to handle the call, the gathered information is transferred to the agent via CTI and the application process is completed through the live agent.



## THE RESULTS: 20 Percent Savings Per Call

Through West's customized contact solution the financial institution saved over 20 percent per call and was able to reduce the amount of time an operator spends on credit card applications by collecting much of the data ahead of time in the automated system. Utilizing Computer Telephony Integration, West was able to dramatically increase customer satisfaction by eliminating the need to repeat the information that was already gathered in the speech recognition system. Not only did the speech recognition system help to improve customer service but it also led to higher conversion rates and shorter wait times in the live agent queue.

West's speech experts handled all of the maintenance, tuning and monitoring of the speech application, allowing the financial institution's IT staff to focus on their core initiatives. More importantly, the company now offers their customers a highly efficient caller-friendly speech recognition interface that was developed and implemented at a fraction of the cost and time it would have taken them to undertake an in-house speech initiative.

## WEST CORPORATION: A Premier Provider of Contact Solutions

West Corporation is one of the nation's premier providers of customer contact solutions, specializing in customized inbound, outbound, interactive, Internet, collections and conferencing services. West's experienced personnel, cutting-edge technology and advanced systems enable us to provide companies with solutions that help increase revenue, lower costs and improve customer satisfaction. At West, companies never miss an opportunity to capitalize on every customer contact. From customer acquisition and customer care to conferencing and collections, West has a proven track record of success creating customized solutions for many of today's Fortune 1000 companies.



For more information about West, call:

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