



Wireless Communications Provider

C A S E S T U D Y

“West’s ability to grow rapidly and reduce costs at the same time was a key for our company. No other company was able to match their level of service, advanced technology or expertise. Not only did West’s IVR solutions help us dramatically reduce costs, it also empowered our customers with the ability to resolve their questions quickly. West has helped our company take customer service to the next level.”

— *Senior Vice President*
Growing Wireless
Communications Provider

O B J E C T I V E : Reduce Costs During Rapid Expansion

A new wireless communications company planned to double their markets and dramatically increase their customer base in less than 12 months. They needed a partner who could meet the demands of this rapid growth while reducing live operator costs. After evaluating their existing vendor, it was determined that their present vendor lacked the operational capabilities to launch a large-scale automation program alongside a rapidly expandable live operator solution.

After their search, the wireless company chose West Corporation as the company to provide a highly scalable, cost effective integrated contact solution that could be brought to market quickly and handle the expected call volume. In addition, West was also chosen to handle real-time account payments via automation, as well as develop customized messages that would be played to callers based on their location.



T H E W E S T S O L U T I O N :

A Comprehensive and Cost Effective Contact Solution

West’s experienced personnel carefully analyzed the needs of the customer and developed a comprehensive solution that involves both inbound and outbound live agents along with an extensive IVR solution, including Automatic Number Identification (ANI) capture, real-time payment options, and voice recognition. By combining these elements into one complete solution, West can provide superior customer care and the ability to resolve the client’s issues quickly.

Every phone call is routed to the IVR system. From that system callers can activate their service, locate a dealer or payment center, get real-time billing information, listen to FAQs and report problems with their phone or service without ever needing to speak to an agent. If the caller opts to speak with a live agent they are transferred to the appropriate person with the necessary information to speed call resolution.

West also designed a solution to deliver targeted messaging based on a caller’s geographic location determined through the unique ANI of the caller, allowing for market-specific testing and promotions. Through the ANI capture capabilities, West was also able to set up a “hot line” function that quickly identified callers with delinquent accounts and immediately transferred them to another program to pay their bill.



As the client's program has evolved, West has expanded the operation from one contact center to three contact centers, added web-based monitoring tools, added Spanish speaking customer service and technical support, as well as implemented intelligent call routing for improved efficiencies.

THE RESULTS : A Savings of \$24 Million per Year

Today, the wireless communications company is enjoying significant cost savings, improved customer satisfaction, and increased promotion and marketing capabilities.

By shifting a large portion of the call volume from a live agent environment to an Interactive Voice Response system, West has helped this wireless communications company save approximately \$24 million a year in live agent costs. Not only does the company save money, but their customers also enjoy the ease of use and speed of the IVR system resulting in improved customer satisfaction.

Presently, West is processing over \$13 million in payments per month through the IVR, which previously could only be handled by a live operator. In addition, West was able to streamline the call process through the "hot line" function, diverting nearly 2,000,000 delinquent callers per month from the live agent environment to be resolved through automation.

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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