



“American Telecast selected West for their reporting and attention to detail. West’s dedicated high-end sales team gives us the power we need to improve order conversions and maximize profits. In working with West, I have continually been impressed with their ability to manage our program, respond quickly and deliver excellent results.”

David Scudder
— *Director of Sales*
American Telecast Corporation

OBJECTIVE: Handle High Call Volume and Increase Sales

In the fall of 2002, American Telecast Corporation, a seasoned direct response agency was preparing to test new teleservices vendors to handle the sales of a high-end home gym system. Based on their long-standing relationship and knowledge of West Corporation’s ability to deliver results, the agency approached West about handling calls for their product.

American Telecast felt they needed multiple customer contact providers that could provide accurate reporting and successfully convert a large percentage of calls into sales, while maximizing the revenue potential of each order. Meeting the program objectives would require highly-skilled sales agents that have excellent product knowledge, proficient communication skills and the ability to sell a high-priced item.



THE WEST SOLUTION:

A Competitive, Dedicated High-End Sales Team

After carefully analyzing American Telecast’s needs and objectives, West determined that the agency would benefit most from having their calls answered by a more specialized group of West agents. These agents are highly-trained in sophisticated sales and scripting techniques to sell complex, high-priced products.

As the program grew, West also identified the need for product specialization and created a new high-end sales team. Every agent received additional sales and product-specific training to ensure proficiency in closing sales. Teams were also selected to allow for increased interaction and feedback between supervisors and sales agents, helping to improve the overall call handling results and to exceed the client’s key performance indicators.

In addition, the sales agents’ compensation program changed to include sales objectives, commissions and incentive contests, which were developed to reward those who achieved superior performance. These enhancements have proven successful in motivating agents to exceed performance goals, convert more calls into sales and maximize revenue generated from the campaign.

THE RESULTS: Increased Sales Conversions and Service

Since the implementation of the high-end dedicated sales team, the call volume handled by West has increased by over 900%. In addition, West agents have significantly increased sales conversions from 8% to 28% — and the average sale has increased from \$1,320 to \$1,450 per unit.

By utilizing the Network Operations Control center, West has been able to improve call routing, maximize every opportunity and provide American Telecast with comprehensive reports that are detailed and accurate. Through AT&T Business DirectSM Call Detail Reporting and West's iViewSM reporting portal, West also has made it possible for the client to obtain detailed reports about activity on their 800 numbers, and provide them with valuable information about call handling and program performance.

Because of West's performance, American Telecast shifted additional call volume to West and also tested other high-cost products within the high-end dedicated sales team. With each program, West continued to exceed their objectives for providing more accurate reporting, increasing sales conversions and maximizing revenue per order.

WEST CORPORATION: A Premier Provider of Contact Solutions

West Corporation is a leading provider of outsourced communication solutions to many of the world's largest companies. West helps our clients communicate effectively, maximize the value of their customer relationships and drive greater revenue from each transaction. West's integrated suite of customized solutions includes customer acquisition, customer care and retention services, interactive voice response services, as well as conferencing and accounts receivable management services. West's experienced personnel, cutting-edge technology and advanced systems make it possible to provide companies with solutions that help increase revenue, lower costs and improve customer satisfaction.



For more information about West, call:

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or visit us at www.west.com

