



“West is great to work with and has exceeded my expectations. West had higher conversion rates than my other call centers with their new Direct Response Plus Group. They currently take 75% of all my calls.”

— *Director of Sales*
Icon Health and Fitness

OBJECTIVE: Increase Sales and Reduce Costs

Icon Health and Fitness, a leading home gym company, was searching for a way to increase order conversions and deliver a higher level of customer care. Originally, they handled their customer service inquiries internally and partnered with an outside vendor to handle customer order calls. The company needed a customer contact provider that had high-quality agents with proficient communication skills and the ability to sell high-end products.

After analyzing various internal and external options, Icon ultimately chose West Corporation to provide a solution that would increase sales and improve their customer service. This decision was based on West's experience in closing soft offer sales, quality assurance programs, speed-to-market and cost-effectiveness.



THE WEST SOLUTION: Elite Sales Group

West's Direct Response Plus team worked with Icon to develop a solution that would quickly increase sales, reduce their telephony costs and provide higher quality customer service agents. Throughout the initial phases of the program, West created a comprehensive sales training application for agents that enhanced their selling capabilities and improved sales conversions. West's Elite Sales Group handled 75% of the client's complex product offers through the use of enhanced scripting techniques and sophisticated sales methods.

In addition, the customized solution included online call data reporting and real-time credit card authorization using the client's current operating system. By offering third-party financing to the customer through a web application process, West also increased the total number of completed sales.

THE RESULTS : Increased Sales and Reduced Return Rates

West's customized ordering solution surpassed Icon's expectations and outperformed all other vendors. By utilizing West's Elite Sales Group, they dramatically improved customer service quality, increased order conversions and reduced costs.

West's customized training programs, hiring methods and proprietary technology were instrumental in increasing sales conversion rates and reducing product return rates. West produced an average order conversion rate of 25%, which was nearly double the rate of the company's original vendor with approximately 40% fewer returns. Also, West provided Icon with a powerful upsell program that produced over four times as many calls as their initial goal.

As a result of the program's success, West now plays the leading role in handling Icon's high-end sales and they have entrusted West to handle more calls for future products.

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, as well as conferencing and receivables 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:

800-841-9000

or visit us at west.com