



“We worked closely with our client to put together the best, most relevant offers for their customers. Since there were no costs to the client, the program was a great way to deliver new net revenue streams to their bottom line. The client is excited with the results that the SmartSellSM program has generated.”

*Vice President of
Business Development
West Direct*

OBJECTIVE: Increase Revenue with Minimal Expense

One of the nation's top credit card issuers was looking for a transfer marketing program that would create new revenue opportunities from the customer service calls that were being handled in their Interactive Voice Response (IVR) system. The company needed a turnkey solution that could drive a significant revenue stream with high margins and minimal internal resource commitments.

After evaluating several vendors, the credit card company chose West Direct as the company that was best suited to create the program. This decision was based on West Direct's scalable platform, marketing experience, depth of product/service selections, unsurpassed customer service and privacy protocols.



THE WEST SOLUTION:

SmartSellSM – A Customized Transfer Marketing Solution

After carefully analyzing the credit card issuer's systems and goals West Direct, a wholly owned subsidiary of West Corporation, deployed the SmartSellSM Transfer Marketing Solution to help the company maximize the value of every customer interaction. SmartSellSM is West Direct's patented proprietary system that offers sophisticated real-time, one-to-one marketing and personalization capabilities. Through the use of this technology, West Direct connects the right offer to the right person at the right time, providing the highest probability for an upsell.

The credit card issuer handles over 5MM customer services calls every month. At the end of every call, the caller hears a special teaser message offering a \$25 premium just for trying a money-saving continuity program. Customers who choose to hear more information about the offer are then transferred to a West Direct dedicated line group with 100% voice recording technology. If the caller accepts the primary offer, the SmartSellSM system automatically generates a targeted and customized offering for a secondary product or service up-sell from over 1,200 different continuity programs, including some of the Credit Card Issuer's internal products. When a sale is made, all necessary data is collected for billing and fulfillment purposes.

West Direct utilizes dedicated teams of account managers to oversee and maintain all aspects of the program including; transfer connectivity, systems programming, sales recording, Q & A accessibility, training, reporting and vendor management. All of these functions are provided to the client at no additional cost.



THE RESULTS: \$1 Million in Annual Commissions

Through the implementation of West Direct's SmartSellSM Transfer Marketing solution, the company now earns approximately \$4.00 per qualified transfer. This equates to more than \$1 million in annual commissions that go directly to the company's bottom line. Because there are no costs associated with the program, there is virtually no risk to the client, giving them a unique opportunity for new revenue streams.

To date, West Direct consistently delivers over 20% conversion on the primary offer and 30% conversion on the secondary offer. By utilizing SmartSell's intuitive and patented technology, West is also able to achieve higher conversion rates because we are able to match custom tailored offers to individual customers, creating compelling purchase opportunities for every caller.

WEST CORPORATION: A Premier Provider of Contact Solutions

West Corporation is one of the nation's premier providers of customer contact solutions and has a proven track record of success with many of today's Fortune 1000 companies. West specializes 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. With West, companies never miss an opportunity to capitalize on every customer contact. From customer acquisition and customer care to conferencing and collections, West provides a multitude of customized solutions that help companies succeed in business.



For more information about West, call:

800-841-9000

www.west.com or e-mail us at: sales@west.com

