



## A Leading International Financial Provider

## CASE STUDY

### OBJECTIVE:

#### Enhance the Customer Experience with Automated Notifications

A leading international bank with more than 4,500 branches in 53 countries needed to provide its commercial banking customers with a means to access and understand their account information. Because this segment is a key strategic focus for the bank, it desired a way to enhance the customer experience while simultaneously improving operational efficiency.

This financial institution chose West Notifications Group to develop a communications solution that would improve customer satisfaction through timely, personalized and relevant outbound notifications.

### THE WEST NOTIFICATIONS GROUP SOLUTION:

#### Subscription-based Service for Multi-channel Banking Notifications

After consulting with West Notifications Group, the company chose to implement a subscription-based service that enables users to receive treasury management notifications via voice, wireless text, email and fax.

The solution included multiple notifications to satisfy the need for near real-time messaging to commercial banking customers, such as:

- Welcome Messages
- Wire Transfer Notifications
- Investment Maturity Notices
- Positive Pay Exceptions

Using a preference-driven customer interface, banking customers chose not only the types of messages they wanted to receive, but also defined their preferred delivery channel.

Whether customers received their notifications by voice, email, fax or wireless text, the West Notifications Group solution ensured that messages were delivered at the right time, to the right person and through the right channel.



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## THE RESULTS :

### Customer Satisfaction and Retention

With West Notifications Group's solution, this financial institution experienced:

- Delivery of over 1,000,000 notifications annually through voice, email, wireless text and fax
- A subscriber base of more than 3,600 commercial customers
- High customer satisfaction resulting in customer retention and growth
- Industry recognition for overall commitment to meeting client needs based on an evaluation of web-based treasury management applications of ten leading US banks

## WEST NOTIFICATIONS GROUP :

West Notifications Group is one of the nation's leading providers of automated notification solutions, helping companies acquire, care for, grow and retain customers by enabling frequent and relevant customer contact at a price-point that is far superior to traditional contact methods. Our solutions deliver simultaneous real-time messages to millions of customers to their channel of choice, including phone, email, text messages, instant message or fax delivery.

West Notifications Group is a subsidiary of West Corporation and an affiliate of West Interactive Corporation, all of which are located in Omaha, NE. West Corporation is the leading provider of outsourced communication solutions with more than 42,000 employees worldwide. For more information contact 877-369-1858 or visit [www.westnotificationsgroup.com](http://www.westnotificationsgroup.com).



For more information contact us at:

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