

Guadalajara

Customer Contact Solutions

At West Corporation, we take the best of our U.S. technology and combine it with the highly educated talent located in Guadalajara, Mexico to deliver a superior nearshore customer contact solution. Through our state-of-the-art Guadalajara facility, we can provide you with a higher level of customer service quality, better results and a greater return on your investment.

Why Choose Guadalajara?

Known as the “Silicon Valley of Mexico”, Guadalajara is the second most populous metropolitan area in Mexico and is quickly becoming a proven leader in call center operations. Here are just a few of the advantages Guadalajara has to offer businesses like yours:

Educated, Bilingual Workforce

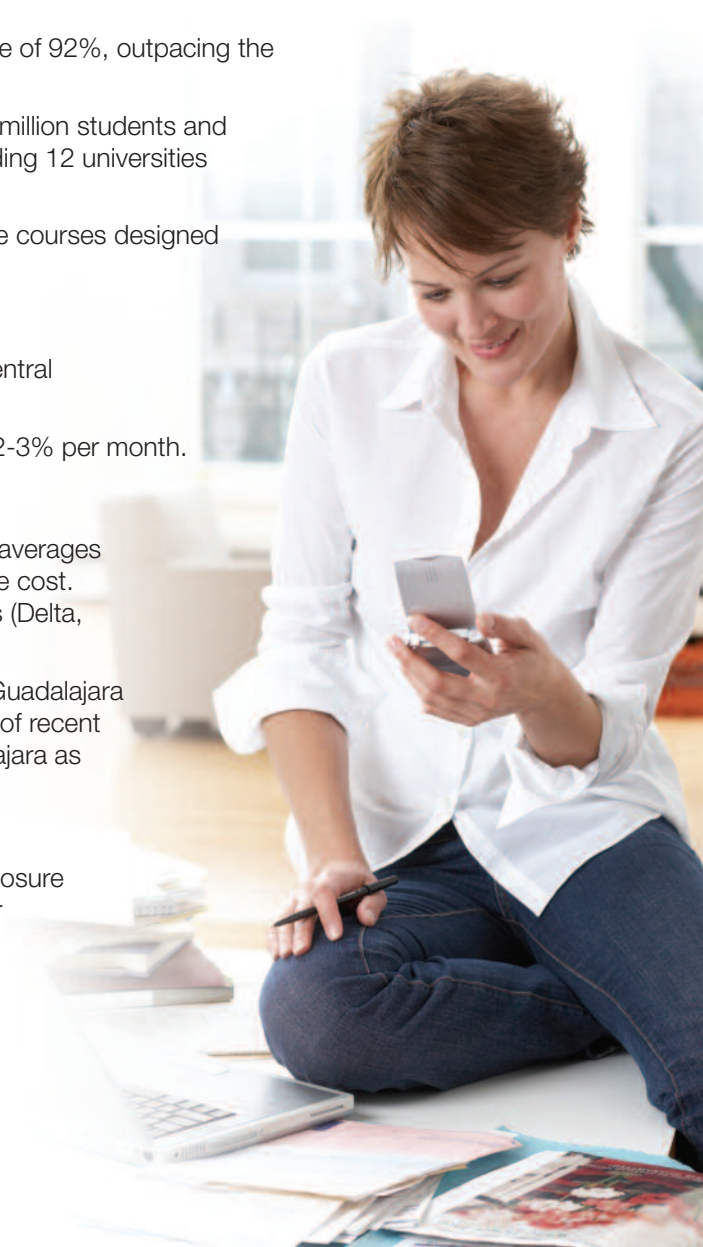
- ▶ Guadalajara has a young, educated population with a literacy rate of 92%, outpacing the national average of 90.5%.
- ▶ Guadalajara is located in the state of Jalisco, home to over 2.87 million students and some of Mexico’s most prominent educational institutions, including 12 universities and 72 postgraduate schools.
- ▶ Students at all levels of education, participate in English language courses designed to develop a strong English/Spanish-speaking population.

Labor Availability

- ▶ The City Saturation point for labor is much lower versus other Central American locations.
- ▶ Lower than average attrition rates vs. other Mexican locations – 2-3% per month.

Business Friendly Location

- ▶ Travel from the U.S. to Guadalajara compared to the Philippines averages less than a quarter of the flight time and less than a quarter of the cost. Guadalajara’s International Airport is served by four major airlines (Delta, American, US Airways and Continental).
- ▶ Recently recognized as a “City of the Future” by FDI Magazine, Guadalajara has a youthful population, low unemployment and large number of recent foreign investment deals. The magazine also recognized Guadalajara as the most business-friendly city in Latin America.
- ▶ Guadalajara is recognized as one of the safest cities in Mexico.
- ▶ Guadalajara boasts an ideal year-round climate and has less exposure to natural disasters such as hurricanes, when compared to other nearshore locations.





Guadalajara Site Information

Opening: Third Quarter 2010 (target end July/early August)

Seats: 401 production seats

Training Seats: 24 seats per room and up to 3 training rooms – 72 total seats

Call Types: Customer Care, Sales, Saves and First Party Collections

Management Team: The optimal mix of local and US talent with decades worth of combined experience operating both offshore, nearshore and stateside facilities



Why Partner with West Corporation?

For more than 20 years, West has been the premier customer contact provider for many of the nation's largest and most respected companies. We leverage our broad range of experience to deliver customized solutions that enable our partners to stand out in a crowded market, achieve their goals and become more successful. Here are just a few of the reasons why companies choose to partner with West Corporation:

Higher Quality Customer Service Representatives: Our proven hiring and screening methods, combined with our cutting-edge technology helps us determine an applicant's speaking ability and accent. This process allows us to identify the optimum agents who can deliver a higher level of service to your customers.

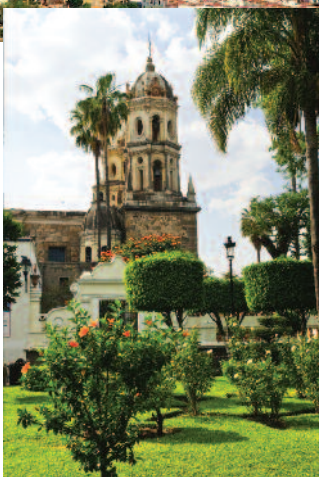
State-of-the-Art Technology: Our Guadalajara facility benefits from West's ongoing investments in the latest advances in customer contact technologies and processes. We leverage this technology to drive superior results for our clients and meet the demands of today's customers.

Extensive Training: Our agent training - whether implementing existing training, developing new training or a hybrid of the two - is tailored specifically for local learning styles and focused on ensuring the ideal caller experience. The extensive training not only provides deep knowledge on your products and services, but also delivers a clear understanding of American culture and current events.

Return on Investment: Highly qualified agents paired with reductions in agent costs, travel times and travel expenses allow companies to realize a quicker return on their investment versus many offshore locations.

Who We Are.

West Corporation is a leading provider of outsourced communication solutions to many of the world's largest companies, organizations and government agencies. West combines telephony, technology and human capital to help its clients communicate effectively, maximize the value of their customer relationships and drive greater profitability from customer related transactions. The company's integrated suite of customized solutions includes worldwide conferencing, emergency communications, customer care, customer acquisition, customer retention, business-to-business sales, account management and accounts receivable management services.



For more information, call:
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or visit us at west.com