



# West Corporation

## Solutions for the Travel & Hospitality Industry

### Delivering Increased Conversions, Improved Efficiencies and Greater Flexibility

From the casual vacationer to the seasoned business traveler, we understand what it takes to create a positive and consistent customer experience – each time, every time. We're able to seamlessly supplement your own resources, without compromising the quality and service your customers expect. In fact, our blended customer contact solutions help your company extend its reach while improving your bottom line.

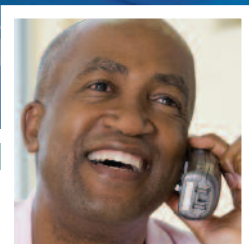
### A Variety of Solutions to Meet Your Customer Contact Needs

Our agent-based and automated self service solutions provide you with the personal attention and flexibility you need to improve customer satisfaction. They also deliver the added efficiencies and cost savings necessary to thrive in today's market.

West's comprehensive suite of solutions can be utilized as a single service or as a part of a blended program. Solutions include:

- **Home-based Agents** – Thousands of highly skilled home-based agents located across the country, including over 3,100 agents with direct reservations experience.
- **Facility-based Agents – Stateside & Offshore** – We offer state-of-the-art facilities located across the U.S. and the Philippines that allow us to drive the best value and the highest service levels.
- **Automated Self-Service** – Our hosted or managed self-service solutions, including automated customer surveys, help increase customer satisfaction while delivering lower operating costs.
- **Automated Notifications** – From flight notifications to room reservation confirmations, we deliver real-time, preference-based notifications to your customers anytime, anywhere.





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### Benefits That Will Exceed Your Expectations

From increased staffing flexibility, to the ability to eliminate unnecessary infrastructure and personnel costs, West offers companies an unbeatable combination of scalability, performance and cost savings that will have a dramatic effect on your bottom line. Here are just a few of the ways our solutions have helped companies in the Travel & Hospitality industry.

- **Increased Conversions** – Our highly trained agents are skilled at converting more of your calls into reservations. *In fact, we were able to help one of the world's largest hospitality companies increase reservation conversions by 25% over their previous outsourced provider.*
- **Greater Call Handling Flexibility** – By combining the power of automated self-service with the staffing flexibility of home-based agents, we can easily help companies handle the unpredictable call patterns of peak days or peak hours. *Through our blended solution, we were able to handle over 650,000 calls per month and in excess of eight million calls annually for one client. We were also able to handle call volume, for one of the client's properties, that was 40% above their forecast over a two month period.*
- **Enhanced Service Levels** – West's comprehensive solutions and industry leading systems help travel and hospitality companies minimize misrouted calls and reduce hold times. *In fact, for one hospitality client we were able to reduce booking errors to an average of less than one half percent.*
- **Increased Operating Efficiencies** – West's state-of-the-art self service solutions combined with agent-based services allow companies improve their return on investment, while maintaining the highest levels of quality and service. *For one of the world's largest airlines, we were able to deliver more than 2 million flight notifications each month through our automated notifications systems.*
- **Reduced Costs** – Our blended contact solutions make it possible to effectively connect with your customers without adding staff or the associated overhead of building and managing new facilities.

### How Can West's Solutions Help You?

- Reservations and related inquiries
- Loyalty and rewards program support
- Concierge services
- Flight and schedule information
- Account management
- Email and chat support
- Technical support



For more information contact us at:

**800-841-9000**

or visit us at [west.com](http://west.com)

