

Bilingual Services

Capitalize on the Hispanic market



West is uniquely positioned to offer fully integrated customer contact solutions.



West Corporation is one of the largest providers of outbound and inbound teleservices in the world. We offer bilingual and Spanish-only customer contact solutions, enabling you to effectively acquire new customers and service clients in the Hispanic marketplace.

West's automated voice response and live agent resources offer you high quality, high-volume call-processing for bilingual and Spanish-only programs.

The Hispanic population continues to grow faster than any other population base. If you are not reaching the Spanish-speaking community, you may be missing significant opportunities to improve customer acquisition, grow existing accounts and increase your revenues.

West bilingual Spanish-speaking specialists develop and enhance your scripts to efficiently and cost-effectively communicate your message and sell more of your products. Our customer care agents are trained to help you improve relationships, and cross-sell and up-sell effectively.

Integrated Customer Contact Solutions

- Inbound Customer Care and Acquisition
- Outbound Call Management
- Interactive Voice Response
- Consumer Up-sell and Cross-sell Solutions

West processes millions of bilingual call minutes for many applications, including customer acquisition, order processing, sales, lead generation, complex application processing and customer care.

West's strong bilingual workforce gives you an edge.



West offers you high-quality, high volume call processing to penetrate the Hispanic market.

West's customer contact centers are strategically located in Spanish-speaking areas so we have ready access to quality bilingual labor pools. Our dedication to operational excellence includes processes built on years of experience and client success.

Screening and Hiring

A combination of speaking, reading and translating skills are assessed, and applicants are screened for their Spanish grammar and language skills.

Training

To ensure continued fluency, classes are conducted in Spanish. As part of the training, West agents work with bilingual training specialists in role-play exercises, as well as written and oral translation.

Scripting

Trained staff members review each script to guarantee consistency across all Spanish language dialects.

Production

West's managers and representatives project the highest standards of service and professionalism in state-of-the-art customer contact centers using the latest hardware and specially developed software to ensure the success of your program.

West is consistently the top choice of leading U.S. companies that are serious about customer acquisition, retention and growth.

For more information about West, call:

800.841.9000

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