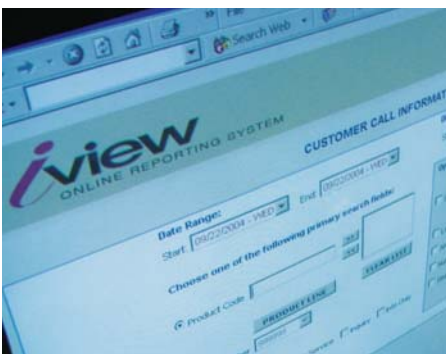


west

iView Customer Call Reports

24/7 Access to Real-Time Call Reports
via the Internet



At West, we understand that timely and accurate information is critical to the success of your direct response campaign. That is why we offer a comprehensive reporting solution featuring real-time Internet reporting of all customer interactions. West iView offers

West provides you direct access to real-time online reporting through a secured website.

companies 24/7 access to customer contact reports, providing critical data that enables them to identify campaign effectiveness and make intelligent media buying decisions.

iView is Your Competitive Edge

West delivers thousands of reports 24 hours a day, seven days a week, providing accurate call volume information generated by numerous campaigns. iView offers companies direct access to their call activity in real-time and the ability to retrieve ad hoc trend reports, providing critical campaign information.

Available through a secure website, iView provides flexible reporting options including the ability to generate historical campaign reports that provide companies with the data they need for detailed campaign analysis.

West iView Online Reports

Hourly Counts

Access real-time hourly count data that gives you the most up-to-date information about your campaigns. You can check your hourly order counts 24 hours a day, seven days a week and have historical reference for all orders dating back as long as 38 days.

Timely, accurate data
when and where you
need it.



West iView reports
enable you to
make informed and
effective campaign
decisions.

Product Summary Count Reports

Receive call count reports for all of your products for a specific range of dates. Your report will be generated and sent via e-mail for maximum timeliness. In addition, you can access trending product count information for any specified date or date range.

Source Summary Count Reports

Receive e-mail source data reports that can help you quickly track and analyze the performance of individual media markets for any specified date or date range. Your advertising agency can also be given access to the reports to help with assessing the effectiveness of your media campaign.

Source Code Assignments Reports

Receive a real-time snapshot of the West sourcing system. This report allows users to verify source code setup, toll-free number assignment, media start and end dates, media type and market assignments. You can view this report by product code or by source.

Customer Call Information

Allows users to view specific individual call information moments after the call is captured. Call information can be gathered by using specific dates, times, product codes, product lines, call types or a variety of other categories. Audio play black is also available for recorded calls.



For more information about West, call:

800-841-9000

or visit us at west.com