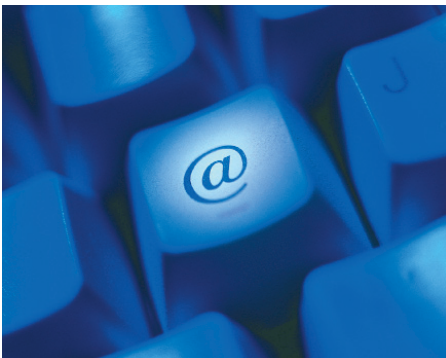


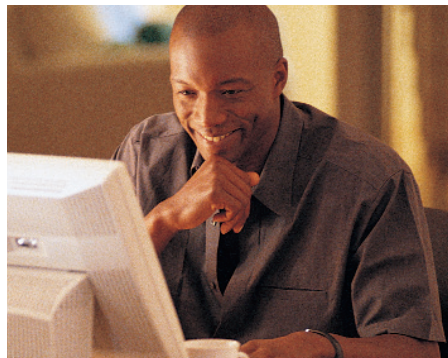


West's SmartSellSM Online

Generate more profit from your online transactions



Technology that can instantly connect online shoppers with the right upsell product offers.



SmartSellSM Online was developed by West Corporation to help companies maximize the value of every online customer interaction. SmartSell makes it possible to automatically match the right product with the right person and automatically upsell them on a new product offer. This patented technology can easily generate incremental profit,

increase customer transactions, and encourage repeat business.

The way SmartSell works is simple. At the end of your online transaction process, a "thank you" offer to your customer will appear on your order confirmation screen. Interested customers will then be linked to SmartSell Online, allowing our real-time decision engine to go into action and determine the best upsell offer for that particular individual.

Here's what SmartSell Online can do for your business:

- Generate incremental profit through additional offers.
- Have your upsell program running in days with our plug-and-play solution.
- Enhance your customers buying experience.
- Help ensure compliance with regulatory issues related to upsells.
- Provide your customers with a vast array of new product offers.

What makes SmartSell Online unique?



Increase your revenue by targeting additional offers to consumers based on their purchase behavior and demographics.

SmartSell Online is a patented system offered by West Direct, a division of West Corporation. What makes SmartSell unique is our ability to automatically determine a customer's buying habits and immediately deliver, to that online customer, the right upsell product at the right time.

Here are more reasons to use SmartSell Online:

Targeted Offers

Use our sophisticated real-time, one-to-one marketing and personalization capabilities to target offers based on customer transactions, demographics and individual preferences. By measuring millions of consumer attributes, SmartSell ensures your customers receive an offer that is of interest to them, and at the same time eliminate duplicate offerings.

A Vast Array of Products

We make it possible for you and your customers to tap into a wide variety of products and services, including magazines, lifestyle programs, warranty and consumer protection programs, legal and medical benefits, consumer products, special services and more.

Risk-Free Partnership

With SmartSell there are no hidden charges and no cost to use the program. We only make money when you make money!

West Corporation

West Corporation is a leading provider of outsourced communication solutions with over 17 years experience and a proven infrastructure that processes millions of consumer transactions each month. West's integrated suite of customized solutions includes customer acquisition, customer care and retention services, managed and hosted speech and IVR solutions, conferencing, and accounts receivable management services.



For more information about SmartSell, call:

800-841-9000

or visit us at www.west.com