



West Catalog Solutions

Increase sales and enhance the customer experience at every level



You can cost-effectively stabilize your internal call flow by outsourcing to West.



At West, we help your company maximize every opportunity by developing powerful customized catalog programs that can increase revenue, lower costs and provide better customer care. Regardless of your product line, West has the experienced staff, advanced technology and comprehensive solutions to cost-effectively process your calls and close sales. We also provide catalog companies with a host of targeted up-sell

solutions that can turn every contact into a revenue opportunity with our proprietary SmartSellSM marketing technology.

Here are just a few of the ways West can help you improve throughput, reduce ALCs and increase your revenue during high call volume periods throughout the year.

Seasonal Call Overflow

Whether your volume peaks during the holidays or other times during the year, you can cost-effectively stabilize your internal call flow by outsourcing to West. West has the advanced facilities and state-of-the-art technology necessary to ramp up and staff to peak very quickly. Your calls will be answered in a timely manner and converted into sales, without having to invest in costly infrastructure and technology upgrades. When you outsource to West, you will also have the luxury of increasing sales, while paying only for the calls handled.

Off-Peak Call Capability

West can make you available to your customers 24 hours a day, 7 days a week. By outsourcing off-peak calls to West, you can rest assured your customers will be given the highest level of service and sales will not be lost because, with West, your call center is never closed.

Automated Solutions

With West's interactive voice response platform, you can capture important consumer order information, while also improving the customer experience. Our automated customer care solutions will reduce your call times, improve efficiencies, check order status and complete customer sales quickly and efficiently.

West's catalog solutions will increase sales and enhance your customer service.



West offers unique solutions utilizing premise-based, offshore and at home agents to ensure staffing flexibility and agent quality.

Quality Agents

The success of your program begins with West's quality agents. Through our hiring, training, staffing and quality assurance initiatives, we provide companies with agents who are knowledgeable, friendly and skilled at all levels of customer service and converting contacts into new customer sales. Every agent goes through in-depth training and is tested on the required sales skills necessary to ensure your success. In addition, West offers unique solutions utilizing premise-based, offshore and at home agents to ensure staffing flexibility and agent quality.

Superior Staffing Solutions

Through SpectrumSM, West's proprietary staffing and scheduling system, we are able to quickly identify and project staffing needs, provide you with the appropriate level of skilled agents and handle a variety of call volumes at all times. In addition, we constantly monitor call flow and continually make real-time adjustments to complex call projection models. By utilizing Spectrum, we can ensure the success of every catalog program.

Network Operations Center

West is dedicated to making the most of every customer interaction. Through our state-of-the-art Network Operations Center (NOC), we are able to monitor, in real-time, the traffic on over a quarter of a million toll-free numbers, maximize uptime and increase reliability. The NOC also enables us to ensure that every one of your calls is answered by the most qualified agent at locations throughout the world.

Exceptional Results

With our consultative approach, quality monitoring and years of customer service experience, you can depend on West to convert more calls into sales. We focus on providing you with customized catalog solutions that increase your revenue, lower costs and improve customer satisfaction.

For more information, call:

800-841-9000

or visit us at www.west.com