



Business Solutions Managed Health Care Industry

West provides outsourced solutions to the managed healthcare industry that drive customer satisfaction and enhance the service experience for both members and providers. Our experience and expertise allow us to create customized solutions that reduce overall cost per call through automated call resolution, use of advanced technology, increased operational efficiencies, and cost-effective customer service agent alternatives. West's solutions include:

Dedicated Inbound	Integrated IVR	Outbound
<ul style="list-style-type: none"> • Eligibility • Benefits • ID Card Requests • Enrollment • PCP Changes • Member Information/ Address Changes • Claims Status • Referral • Fulfillment • Prescription • Dental • Vision 	<ul style="list-style-type: none"> • Automated Call Resolution • Call Routing • Advanced Speech Recognition (Nuance and Speechworks) • TTS • Auto Fax-back • CTI (screen pop) • Host Connectivity • Information Capture/Member Survey • User Authentication • Conferencing • Proactive Member/Provider Notification Calls (Automated Outdial) 	<ul style="list-style-type: none"> • Welcome Calls, Retention • Collections (Providers) • New Member Acquisition • Member/Provider Information Follow-up Calls • Proactive Member/Provider Notification to Clarify Benefits

Blended Environment (Inbound/Outbound)

Improved Customer Experience — Intellectual capital is enhanced and leveraged with each contact.

Normalization of Call Volume — Proactively manage call loads ensuring that service level and Member/Provider needs are met.

Lower Care Costs — Efficiencies are gained through better utilization of agents resulting in lower overall support costs.

Competitive Advantage — Proactively placed calls at the “right time” to assist with management and retention of Member base.

Call Resolution — Agents will be able to address Inbound Subscriber calls, as well as, resolve questions generated from proactive Outbound calls.

About West

Founded in 1986, West (NASDAQ: WSTC) is one of the nation’s premier providers of customer contact solutions, specializing in customized inbound, outbound, interactive, Internet, collections and conferencing services to clients on an outsourced basis. West offers clients unmatched flexibility in delivering high quality, cost-effective customer acquisition, care and retention solutions.