



P H I L I P P I N E S

Customer Contact Solutions



West in the Philippines

West Corporation is located in Makati City, the heart of Manila's most prestigious financial and commerce district. With its sophisticated infrastructure and growing mass of commercial, retail and recreational enterprises, Makati City is the venue of choice for the world's largest financial institutions, multi-national corporations and leading Filipino companies. A dynamic business district by day, Makati City is also highly energized after sunset as it keeps pace with and provides resources to premier businesses around the world.

A white silhouette of the Philippines is shown against a dark blue background. A small orange dot is placed on the island of Luzon, specifically in the southern part, to indicate the location of Makati City.

Makati City
*located in the business
district of Manila*

Manila
Population: Over 10 million
Climate: Tropical, average temperature 73°-90° F



Why choose the Philippines?

The Republic of the Philippines offers just the right combination of economic, cultural and educational factors, making it an excellent location for call centers and business outsourcing companies. Here are a few of the advantages the Philippines provides to businesses like yours:

High education level

One of the most important values for Filipino families is providing education for their children. They believe higher education paves the way to a successful, secure future and make great sacrifices for their children to graduate high school and attend a major university. The vast majority of Filipinos have four-year university degrees, which gives companies doing business in their country an opportunity to employ a highly-educated workforce and achieve a competitive edge.

Superior workforce

With a population of 35 million, a literacy rate as high as 95% and double-digit unemployment, the Philippines offers a large and well-educated labor force that is customer service-focused, willing to work hard, and committed to doing a superior job. The Filipinos are also technically savvy, take pride in their work and are loyal to their employers. With this unique combination, the Filipinos are among the most dedicated and high quality labor pools in the world.

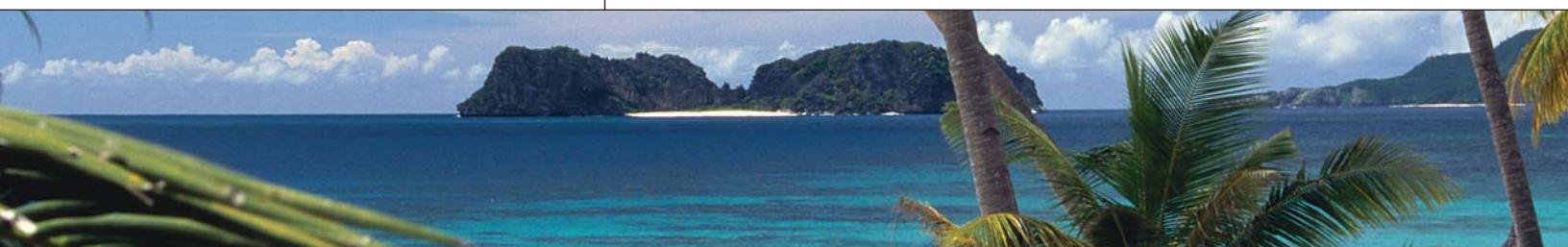
Westernized culture

Filipinos are strongly influenced by the West in most every aspect of life. From the English language and sports to food and consumer products, you will find Filipinos are very accustomed to the Western way of life and comfortable when speaking with Americans.

Clear accents

Filipinos, particularly those living in the Makati City area, are extremely fluent in English and have minimal accents, which makes it possible for them to effectively handle all types of calls with ease and deliver maximum results.

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West's Customer Contact Solutions

Combining people and technology to create

At West, we do things a little differently than other call centers in the Philippines. We integrate the best of our U.S. technology and experience into our Philippine operations, which makes it possible to deliver a higher level of quality and greater results.

When you choose West, you'll benefit from many powerful advantages, including:

West has taken call center services another step further with our infrastructure, management practices, specialized training and customer-driven focus.



State-of-the-art technology

We invest extensively in research and development to ensure that your program benefits from the most effective solutions available in the industry. Our Philippines center is built using "best-of-class" standards and state-of-the-art technology. With West, all technology is designed to achieve high performance, while still attaining the redundancy and failover capabilities required for around-the-clock call center operations.

Reporting

Our West Reporting Portal delivers comprehensive, real-time Internet reporting of all customer interactions. West's Portal offers companies direct access to call activity and the ability to retrieve ad hoc trend reports, which provides our clients with critical data to evaluate call center activities. Among the reports available are ACD statistics, call disposition, product sales, quality statistics and client specific information.

Redundant systems

At West, our platform is designed, maintained and consistently upgraded to keep your program up and running. Our solutions are fully redundant at the application, platform and network levels. We have domestic back-up systems for our International Gateways, which house the ACDs, CTI and application servers that support our Philippines operation. The redundant International Gateways are connected to the Philippines by diverse redundant DS3s. To meet "fail-safe" standards, West also utilizes a Self-Healing SONET Ring to the International data centers. This high level of redundancy helps to ensure that your customers' calls will be answered every time.

Management philosophy

At West, we believe hiring Filipinos and promoting individuals from within their call center for management positions has been a key to our success in the Philippines. Within daily operations, management is responsible for coaching their teams on call quality and providing developmental training for agents who wish to grow in their careers. By hiring local talent and providing advancement opportunities, West is able to attract and retain the highest caliber of staff to work in our call center.

Unique labor force

To help ensure a highly-professional and productive workforce, West agents are hired to work on a full-time basis. In addition, nearly all agents within our operations have four-year university degrees and previous related job experience. This combination results in a more career-oriented and dynamic work environment than most other offshore call centers in the industry.

ate greater results.



A variety of solutions

West has the expertise, comprehensive solutions and cutting-edge technology to help your company succeed. Here are a few of the solutions that West offers:

- Customer Care
- Back Office Support
- Technical Support
- E-mail Chat
- Sales and Retention

Quality performance

West's Makati City call center has earned customer satisfaction scores that are among the highest in the industry and, actually, better than those experienced at most domestic call centers. The friendly, highly Westernized, and customer service-focused labor force helps to reduce training time and increase customer satisfaction levels as early as the first week of a program launch.

Capacity and growth

Within our current Makati City location, West has hundreds of seats for production and the capability to quickly expand operations. Since the opening of our call center in the Philippines, we have more than doubled our facility size and number of agents, and will continue to expand to meet the future needs of our clients.

Background checks for agents

To achieve the highest quality standards for our clients, West conducts thorough background checks on every applicant. West diligently checks work history and references, which ensures hiring the best possible candidate for every position.



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Labor force training

We don't just rely on Filipino agents to understand American products and lifestyle. At West, we provide specialized training to educate agents about cultural differences related to our clients' products, including availability, cost comparisons, client terminology and American slang. In addition, West offers ongoing accent neutralization training. These opportunities ensure that all agents are highly-familiar with the American culture and can effectively handle a variety of customer calls.

West Corporation A leader in customer contact solutions

Founded in 1986, West Corporation is a leading provider of outsourced communication solutions to many of the world's largest companies. West helps our clients communicate more effectively, maximize the value of their customer relationships and drive greater revenue from each transaction. West's integrated suite of customized solutions includes customer acquisition, customer care and retention services, interactive voice response services, as well as conferencing and receivables management services. West's experienced personnel, cutting-edge technology and advanced systems make it possible to provide companies with solutions that help increase revenue, lower costs and improve customer satisfaction.



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