



SmartSell™

Maximize the Value of Every Customer Interaction

west

®

Maximize Each and Every Customer Contact.

SmartSell™ can increase your profits by providing your customers with products that fit their lifestyle.



By developing state-of-the-art data mining and decision tools, utilizing unparalleled experience in consumer contacts and providing value-added services and products to consumers, West is the market leader in unique and innovative service offerings.

The SmartSell™ Solution

At West, we handle millions of customer contacts everyday and we understand how to leverage those contacts into more revenue. With SmartSell, you can leverage consumer behavior related to purchase decisions and instantly measure the propensity of a consumer to respond to a particular offer in a real-time, interactive environment. This solution collects and analyzes the past and present purchase behavior of a specific consumer and utilizes additional third-party information to offer the right product or service at the right time to a particular customer. This patented process allows our clients to generate incremental revenue and capture valuable customer information.

Product Relationships

West provides a wide variety of products and services that can be used in your marketing campaigns to add value to your customer relationships and generate a new revenue stream.

Customized products and services can also be developed and branded to provide a better affinity to your core products. In addition, West's proprietary backend system interfaces with multiple product suppliers to ensure seamless fulfillment and customer service. Some of our product and service offerings include :

- Lifestyle membership and continuity programs
- Customized loyalty and affinity programs
- Magazines
- Legal and medical benefits programs
- Warranty programs
- West partner products and services

Integrity, Commitment & Compliance

West employs the highest standards of operational and business ethics. All of the information that is gathered regarding your customers adheres to strict privacy standards. We also go to great lengths to ensure legal compliance relating to transactional marketing.

Risk Free Partnership

With SmartSell there are no hidden charges or fees. West will assume all costs directly associated with the program, so we only make money when you make money.



SmartSell Online™

In addition to our telephony-based solution, we also offer the SmartSell solution via the Internet. The way SmartSell Online works is simple. At the end of an online transaction, West presents a teaser message to your customer. Interested consumers click on the teaser and are linked to SmartSell

Online, allowing our real-time decision engine to go into action and determine the best upsell offer for that particular individual. Because our online solution utilizes the same SmartSell system as our telephony-based solution, your online upsell is highly targeted. The end result is increased revenue and customer satisfaction.

Sample of SmartSell™ Online Revenue Opportunity:*

Number of your customers hitting your order confirmation screen	100,000
% of customers that click on the teaser banner	53%
Number of your customers offered upsell #1	53,000
Number of accepted upsells on offer #1 (Upsell conversion rate of 12%)	6,360
Number of accepted upsells of offer #2 (Upsell conversion rate of 10%)	636
Revenue from upsell #1 @ \$12/per acceptance	\$76,320
Revenue from upsell #2 @\$12/per acceptance	\$ 7,632
Total projected revenue from SmartSell Online	\$83,952

*based on an average client's performance

"We are very pleased with the additional revenue SmartSell Online is generating for us. West is a company we know and trust, so it was an easy decision for us to make. Integrating SmartSell Online into our shopping cart went smoothly and required minimal work by our web developers."

Marketing Director
Savvier, LP



West Corporation

West Corporation is a leading provider of outsourced communication solutions with over 20 years experience and a proven infrastructure that processes millions of consumer transactions each month. West's integrated suite of customized solutions includes customer care and acquisition, managed or hosted speech and IVR solutions, conferencing and receivable management services.



For more information about SmartSell, call:

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