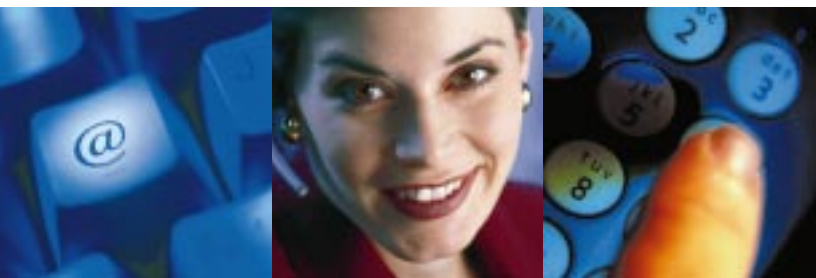


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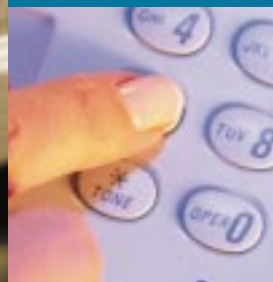
West Solutions for the **Communications** Industry





Deregulation, consolidation, mergers and acquisitions, and constant technological changes have created an atmosphere of fierce competition in the telecommunications and data communications industry.

The requisite to successfully acquire new customers and provide first-rate customer care puts additional pressure on companies vying for market share.





Integrated Customer Contact Solutions

The solution to your pursuit of new business is a contact center with the capacity, technological innovations, hiring and staffing procedures, and management savvy to seamlessly sell and provide quality service to your customers. However, in-house contact centers can be cost-prohibitive, requiring extensive capital expenditures. West, one of the country's leading providers of integrated large-scale inbound, interactive, outbound

and Internet solutions, provides the elements and infrastructure essential for sales and customer care success. We offer the experience, program management and technology necessary to provide the solutions you need to complement your

current customer acquisition, retention and growth programs. We successfully handle millions of calls each year for many of the nation's leading telecommunications and data communications companies, relieving the costly pressures that in-house contact centers can cause.



Acquiring the Right Customers

Offering bundled services has proven to be an effective way to acquire new customers, retain current customers and grow your existing customer base. Bundled services are usually phased in and tailored to meet your customers' specific needs. These applications are expensive to implement in-house because they require sophisticated training, sales ability, and specialized scripting and branching techniques.

West has the systems, processes and procedures in place to provide these services efficiently and effectively with measurable results. We can front-end programs with Interactive Voice Response (IVR) systems to resolve customer requests and transfer to live agents for sales, customer care and customer service solutions. Our efficient customer acquisition services include:

- Direct Sales
- Direct Response Programs
- New Product/Service Introductions
- Lead Generation/Fulfillment Requests
- Win-back Programs
- Subscription/Membership Applications





Retaining Your Customer Base

The cost of maintaining your customer base through quality customer care has been proven to be a fraction of the cost of replacing lost customers. Retaining customers is critical to increasing profits and remaining competitive. West can provide you with customer care and service tailored to your specific requirements.

With services customized to work with your current call center programs or complete teleservices solutions, we'll help you achieve your objectives, and shape stronger customer relationships at much lower costs. Our customer care solutions include:

- Customer Care and Service
- New Service Acquisition
- Billing Questions
- Customer Applications
- Connections
- Up-sells/Cross-sells
- Welcome Calls
- Repair/Technical Support
- Project Management
- Provisioning

Cultivating Additional Opportunities

West can help you generate opportunities through intelligent cross-selling and up-selling, single products or bundled services, with proven sales techniques. Experience in developing successful scripting, powerful training for our customer representatives and highly efficient systems all contribute to quality customer growth solutions for your business. If your goal is to grow your customer base, enhance revenues and control costs, West can help. Our business growth solutions include:

- Cross-selling/Up-selling
- Service Applications
- New Product/Service Introductions
- New Service Sales

We offer our clients complete, customized programs that begin with the development of a strategy to improve customer satisfaction levels and profitability. West's services will complement in-house contact center programs or provide complete teleservices support—usually at a fraction of the cost of in-house solutions.

**For more information about West, call:
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