

west

West Solutions for Credit Card Marketers



Many of the nation's top credit card issuers trust West Corporation with their most valued assets – their current and prospective customers. Identify your most profitable customers and grow the relationships throughout the customers' lifecycles. Provide consistent, quality customer service that enhances the image of your company. Our total customer management approach helps you acquire, grow and retain the right customers. Our advanced technology, capacity, facilities, services, program management and processes eliminate the inefficiencies that come from working with multiple teleservices providers.





Identifying and acquiring the right customers

At West, we screen and identify the best possible prospects for you through our on-line access to major credit card bureaus. We help establish the beginning of customer relationships by tailoring our inbound, outbound, interactive and Internet services to meet your marketing program needs. Our services include:

- Customized Inbound/Outbound Sales Efforts
- Balance Consolidation and Transfer
- Card Activation
- Full Application Processing
- Pre-Approved Application Processing
- Lead Generation

Retaining your base

The 80/20 rule still applies for most companies. That's why retaining these customers through superior customer care programs is key in today's competitive marketplace. The cost of delivering service can be high. With West as your strategic partner, you can provide your customers with the highest quality of service – without the capital outlay for technology, staffing and facilities. Our customer care services include:

- Full Customer Service and Support
- Satisfaction Services
- Payment Processing
- Card Activation
- Self-Select PIN Processing
- Automated Skip Payment Processing
- Convenient Check Activation
- After Hours Service
- Activation and Retention Programs

Growing additional revenue opportunities

West can help customize a teleservices program to meet your needs. Our highly trained customer representatives

are skilled in the techniques necessary for selling and in the art of customer relationship development. Our services include:

- Marketing of Fee-based Products and Services
- Up-selling
- Cross-selling
- Promotional Programs





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To learn more about West, call
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