

MANAGING PROACTIVE COMMUNICATION AND MOBILITY



INTERACTIVE SERVICES – DATA SHEET

ENGAGE CUSTOMERS WHEN THEY WANT, HOW THEY CHOOSE

Proactive multi-channel solutions empower enterprises to generate stronger customer engagement and productive, lucrative results. By learning user preferences and developing data-driven conversations using hosted technology, you can personalize automated interaction to deliver exactly what your customers want.

Notify and Remind

- Interact more frequently and efficiently with a broader audience
- Maximize response rates
- Reduce operational costs of inbound customer service

Personalize and Converse

- Provide customers choice and control
- Strengthen education, retention and advocacy
- Improve care effectiveness, survey participation, collections results and satisfaction scores
- Decrease opt-out rates

Coordinate and Manage

- Reduce development, maintenance and compliance costs
- Easily administer campaigns and ad-hoc messaging
- Streamline communication touch-points across your enterprise
- Ensure opt-in consent and regulation compliance



Recognized for our innovative proactive notifications suite by **Frost & Sullivan.**

North American 2015 Product Leadership Award in the Contact Center Outsourcing Industry

CONFIDENT MANAGEMENT, POWERFUL ENGAGEMENT

You need a partner that understands your goals, knows your market and has the broad technical expertise to ensure stability, compliance and adaptability in an ever-changing consumer-driven world.

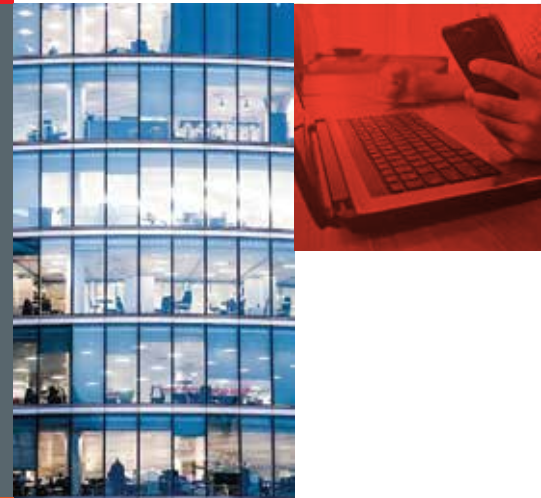
West has 29 years of cross-industry experience building and orchestrating proactive communication solutions, using data to optimize performance and ROI. West's suite of flexible, multi-channel outbound solutions readily enables organizations to:

One-Way Notifications

- Send outbound voice notifications with automatic answering machine detection, right party authorization and functions to maximize intuitive caller interaction
- Send outbound SMS/Text alerts, reminders and updates
- Integrate with other outbound channels, including email and mobile apps
- Benefit from a scalable platform with high-volume capacity

Reduce Inbound Calls by up to
80%

West Utility Customer



SMS/Text Conversations

- Automate two-way SMS replies for quick response to simple issues
- Enable agent-assisted two-way interaction, when necessary
- Accept payments
- Support multiple languages

Preference Management

- Centralize customer information with a single source of truth
- Allow customers to configure contact information, and message-type and delivery preferences
- Store an unlimited amount of contact and preference data
- Capture unique preferences for specific business functions
- Trust in global data centers and redundant data storage

Raise Customer Satisfaction & NPS

3.7%

Increase in CSAT

West Cable/Satellite Customer

Compliance Expertise

- Mitigate information security risk with minimal oversight
- Ensure compliance with ever-changing local, regional and federal regulations

Campaign Administration

- Prepare messages for scheduled campaigns or ad-hoc blasts
- Accommodate simple and complex pre-processing rules, including recipient filters
- Make live updates through an intuitive dashboard
- Define call pacing and contact order with multiple contact settings to minimize inbound calls and their strain on internal resources
- Search for specific records within a campaign to address customer concerns

Outreach Strategy and Data Analytics

- Integrate new and existing channels, hardware and software
- Coordinate inbound and outbound customer care strategies across your organization
- Access APIs to create a seamless user experience across different portals
- Monitor real-time and historical data
- Analyze customer and demographic trends
- Conduct data-driven A/B testing on comparable campaigns to refine outreach approaches

Cut Need for Live
Contact Center
Resources in 1/2

Saved
\$85k
in Annual Contact
Center Costs

West Utility Customer



70%

of West Financial Services
Client's Customers Would
Recommend on the Basis
of SMSA Services

FEATURES OF WEST'S PROACTIVE SOLUTIONS

Notifications Platform

- International dialing support
- Answering machine detection
- Standard-rate and free to end-user (FTEU) messaging
- Multiple SMS aggregators
- Intelligent call-pacing
- Right party authorization
- Integration with other channels, including email, fax and mobile push

Campaign Administration

- User-friendly dashboard
- Pre-recording for voice messages
- Scheduled and ad-hoc campaigns with rapid deployment
- Opt-in/opt-out database and automated solutions for voice, SMS and email
- Pre-processing filters
- Data integration and cleansing
- Enterprise-wide visibility and context awareness
- Configuration of call-throttling, contact order, retry strategies, etc.
- Real-time monitoring and updates
- Cradle-to-grave reporting
- Intelligent dissemination or manual control capabilities
- Client, state and federal Do Not Call list scrubbing and maintenance
- Cell phone scrubbing

One-Way and Conversational SMS/Text

- Automated replies
- All languages supported by UCS2 character set
- Natural language capabilities
- Preferred agent routing
- Agent-supported interactions when more complex issues arise

Preference Management

- Unlimited contact and preference information storage
- Redundant data centers
- Single source of truth
- APIs to integrate with existing portals
- Subscription services that issue alerts when preferences are updated

Managed Support

- Automatic upgrades to cloud-based software
- 24/7x365 monitoring and support
- Pre-production testing environment
- Application lifecycle management

Professional Services

- Customer journey assessments
- Outreach strategy development
- Application development
- Data analysis and predictive modeling