

**DELIVER** ←   
**SOLUTIONS FOR  
SMART ENTERPRISE  
COMMUNICATION  
AND BETTER  
CUSTOMER EXPERIENCES**



**west**<sup>®</sup>

## Interactive Services

Cloud-based communication solutions for a connected customer experience

[west.com/interactive](http://west.com/interactive)

**For more information, contact:**

**Bruce Pollock:** 402.716.0526 or

[brpollock@west.com](mailto:brpollock@west.com)

## PARTNER WITH

The market-leader with nearly 30 years of experience. Interactive Services offers a full suite of automated communication solutions that strengthen customer engagement and can provide your clients:

- Improved customer experience
- Increased customer loyalty
- Reduced customer service costs
- Increased profitability
- Improved contact center efficiency
- Powerful application analytics
- Customer segmentation and personalization
- Flexible, scalable & reliable solutions
- Enhanced proactive communication

## WHY PARTNER WITH WEST INTERACTIVE SERVICES

1. Single provider of broad solutions for a connected customer experience
2. Strong financial standing
3. Experience working with partners
4. Nearly 30 years of experience designing and integrating leading technology
5. Global presence
6. Recognized by analysts as market leaders

## INDUSTRY ACCOLADES

**RECEIVED PRODUCT LEADERSHIP AWARD FROM FROST & SULLIVAN, 2015**

**RECEIVED "POSITIVE RATING" IN GARTNER'S MARKETSCOPE FOR IVR SYSTEMS AND ENTERPRISE VOICE PORTALS, 2014**

*Gartner, MarketScope for IVR Systems and Enterprise Voice Portals, June 2014*

**POSITIONED AS A LEADER IN CONTACT CENTER BPO SOLUTIONS, GARTNER MAGIC QUADRANT, 2013 & 2014**

*Gartner, Magic Quadrant for Customer Management Contact Center BPO, December 2013 & December 2014*



## THE WEST INTERACTIVE SERVICES SALES PROCESS

Identify a potential opportunity and contact Bruce Pollock to register it.

1

When Bruce qualifies the deal, he will work with you or assign a Director of Sales (DoS) or Solutions Engineer (SE), depending on complexity.

2

The assigned West sales team will work closely with you and the client to understand the client's business issues, environment and objectives, and clarify our approach to determining the right solution.

3

The West team will assist throughout the sales process, including developing RFP responses and clearly defining the project - via pilot project or solution assessment.

4

Once we have verbal commitment, our client implementation team will collaborate with you to on-board the client.

5

Upon implementation, the client or partner will receive proactive support from an assigned client engagement team, aligned by vertical and solution expertise.

6

# INTERACTIVE SERVICES

## IVR PLATFORM AS A SERVICE (PaaS)

Platform as a Service (PaaS) enables partners/companies to develop and deploy applications, without the complexity of expanding their platform or managing the infrastructure.

- **Reliability**
  - Carrier-grade infrastructure
  - Globally redundant data centers
  - 24/7 network operation center (NOC) & monitoring
  - Broad & resilient global infrastructure, supported by industry leaders
- **Enhanced agility**
  - Voice XML certified & CCXML compatible
  - IDE agnostic
  - Connectivity via private voice & data links, as well as Virtual Private Networks (VPNs)
  - Open logging to enable reporting with third-party tools
- **Scalable**
  - Large port capacity with high availability to handle call fluctuations and ongoing business expansion
  - Support global business needs with access to speech licenses for 27 languages

## CLOUD-BASED MANAGED IVR

Cloud-based, managed IVR takes the burden and expense out of creating a successful automated experience. Supported by a modern platform, custom applications and a seasoned team, companies can free resources to focus on core business objectives.

- **Resilient voice platform**
  - Scalability & stability
  - Call detection, authentication & recording
- **Speech services**
  - Natural language, directed dialog, text-to-speech & DTMF options
  - International speech licenses
  - In-house recording, tuning & analytics
- **Strategy, design & analysis**
  - Routing strategies & network integration
  - App development & lifecycle management
  - Data services
  - Comprehensive reporting
  - Business intelligence

## CLOUD-BASED OUTBOUND NOTIFICATIONS

Proactive multi-channel solutions empower enterprises to generate stronger customer engagement and productive, lucrative results by learning user preferences and personalizing data-driven conversations.

- **Multi-channel notifications**
  - Outbound voice & SMS
  - Scheduled reminders & offers
  - Unexpected alerts & updates
  - Payments & collections
- **SMS/text conversation**
  - Two-way SMS
  - SMS assistant
  - SMS natural language
- **Campaign management**
  - Control of deployment across multiple channels
  - Ability to monitor & adjust in real-time
- **Preference management**
  - Customer choice & convenience
- **Contact strategy & compliance expertise**
  - Mobile application design & development
  - Intelligent communication strategy
  - Ensured consent & compliance

## IDEAL CUSTOMER PROFILE



Inbound and outbound solution needs



2M-50M inbound calls per year



10K-50M proactive messages per month



Simple or complex system integration requirements



Speech or touch-tone recognition needs



Recognize importance of customer experience

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