Communication technology makes customer interaction possible. **Strategic optimization makes a customer experience exceptional.**

**A CONNECTED CUSTOMER EXPERIENCE**

- Solution Assessments, Design, Development and Testing
- Speech and Audio Services
- Business Analytics
- Business Intelligence and Consultation

Partner with accomplished subject-matter experts to align business priorities, optimize solutions and promise results throughout your customer experience lifecycle.

West underpins a robust ecosystem of communication technology with 30 years of experience, advanced analytics and expert recommendations to help brands drive smart, fast and personal interactions.
PROFESSIONAL SERVICES OVERVIEW

SOLUTION ASSESSMENTS, DESIGN, DEVELOPMENT AND TESTING

Evaluate the customer journey. Prioritize opportunities and define requirements. Develop your unique platform and applications to support a more productive user experience.

• Customer Journey Mapping
• Workforce Roundtables and Customer Focus Groups
• Ongoing Usability Testing
• Traffic Light Reporting
• User-Interface Design

BUSINESS INTELLIGENCE AND CONSULTATION

Understand cause and effect. Relate information visibility to your business goals. Define and refine Key Performance Indicators. Act on recommendations to incrementally improve outcomes.

• Descriptive Data Collection and Visualization
• Standard and Custom Reporting
• Strategic Guidance
• Success Measurement

BUSINESS ANALYTICS

Establish data principles and agile processes. Use advanced data science to predict intent and behavior. Uncover insights in large, unstructured data. Layer mathematically designed experiments and business intelligence to prescribe perpetually better action.

• Business Rules Definition
• Operational Optimization
• Complex Data Mining
• Statistical Analysis and Forecasting
• Statistically Valid Simulation and Significance-Testing (“Champion Challengers”)
• Predictive Modeling
• Prescriptive Modeling

SPEECH AND AUDIO SERVICES

Enable self-service with intelligent automation. Apply Advanced Speech Recognition wisely. Personify your brand. Tune voice and SMS applications to facilitate intuitive interaction.

• Audio Recording, Production and Translation
• DTMF, Directed Dialog and Natural Language Development
• Transcription and Analysis
• Tuning and Application Upgrades

Connect with us to discuss your objectives and learn more about how we can help: west.com/interactive.