

# MAXIMIZING THE VALUE OF YOUR COMMUNICATION SOLUTIONS



INTERACTIVE SERVICES – PROFESSIONAL SERVICES OVERVIEW

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.



IVR and Self-Service | Proactive Notifications and Mobility | Cloud Contact Center | Professional Services

Experience Connected at [west.com/interactive](http://west.com/interactive) | 800.841.9000

## 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

## 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

## 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

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