STREAMLINE YOUR CX BY AGGREGATING EVERY COMMUNICATION ACROSS EVERY CHANNEL—REGARDLESS OF TECHNOLOGY VENDOR.

To keep up with today’s customer, enterprises rely on multiple programs, platforms and technology vendors to deliver a variety of communications. But an amalgamation of software makes it difficult to gain a holistic view of a customer’s journey. As a result, companies often struggle to send timely, relevant communications that resonate from channel to channel.

Communications Hub aggregates disparate communications, regardless of technology vendor, to provide a 360-degree view of the customer across every channel.

Enhance Your Customers’ Experience

- From customers to patients or members, your end-users will enjoy a more connected, consistent experience across channels
- Customers receive timelier, more accurate and relevant notifications
- Reduces redundancies of multiple, often conflicting notifications
- Minimizes customer fatigue caused by “over-communication”

Unify Engagement Strategy

- Serves as a single source of truth for your customers communications, allowing you to see all communications that have taken place and direct the best course of action
- Complete visibility creates business unification and ability to provide a differentiated CX
- Vendor agnostic solution allows companies to leverage existing investments and vendor relationships
- Reduces operational costs by minimizing unnecessary communications

46% of organizations cite operational silos as the biggest problem in leveraging customer data.¹
HOW IT WORKS
Using a standard API, all of your notification vendors send customer transaction data to West. West logs this data into a searchable database, and Communications Hub integrates and stores it. Collected from multiple data sources— including SMS/text messages, Interactive Voice Response (IVR), and call centers — this information creates a consolidated customer profile that you can easily access via a secure, at-a-glance, web-based dashboard.

Streamlined dashboard contains filters that allow your end users to drill down to targeted data parameters such as:

• count distribution
• success rate by vendor
• channel success over time
• campaign by channel
• rich search features free you to search by user and notifications
• and more

Communications Hub puts actionable customer insights, like interaction history, channels of choice, or notification/program opt-ins, at your fingertips to help take the first step in an iterative process toward more targeted and differentiated customer experiences.

Communications Hub sets the stage to seamlessly connect underlying CX technologies, opening the door to continual optimization, and ultimately, empowering your business to orchestrate every component within a comprehensive CX ecosystem.