

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



## Interactive Services

Cloud-based communication solutions for a connected customer experience

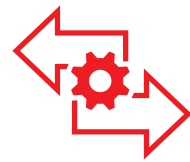
[west.com/interactive](http://west.com/interactive)

For more information, contact:

Bruce Pollock: 402.716.0526 or brpollock@west.com

Angie Gerlach: 402.716.1689 or agerlach@west.com

## IDEAL CUSTOMER PROFILE



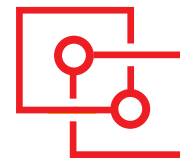
Inbound and outbound solution needs



2M-50M inbound calls per year



100K-50M proactive messages per month



Complex system integration requirements



Speech recognition needs



Recognize importance of customer experience

## INDUSTRY ACCOLADES

**RECOGNIZED AS A REPRESENTATIVE VENDOR IN GARTNER'S MARKET GUIDE FOR IVR SYSTEMS AND ENTERPRISE VOICE PORTALS, 2015**

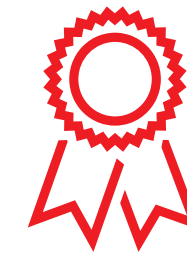
*Gartner, Market Guide for IVR Systems and Enterprise Voice Portals 2015, April 2015*

**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*

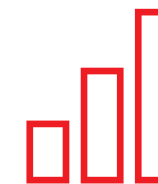
**POSITIONED AS A LEADER IN CONTACT CENTER BPO SOLUTIONS, GARTNER MAGIC QUADRANT, 2013 & 2014**

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



## BY THE NUMBERS IN 2014

- 2.7B IVR calls
- 380M minutes per month
- 4B notifications
- 64B telephony minutes
- 800K interactions per hour



## EXPERIENCE CONNECTED.<sup>SM</sup>

- Recognize, engage and empower customers
- Intuitively orchestrate multiple channels
- Gain omni-channel context awareness and enterprise-wide visibility



## CHANNEL PARTNER OFFERS

- Cloud-based Managed IVR
- Cloud-based Outbound Notifications
- IVR Platform as a Service (PaaS)



## THE WEST INTERACTIVE SERVICES SALES PROCESS

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

1

2 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

3 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

4 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

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

5

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

6

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:

- Increased profitability
- Improved contact center efficiency
- Increased customer satisfaction & loyalty
- Flexible, scalable, reliable & available solutions
- Reduced customer service costs
- Ability to perform customer segmentation, personalization & cross-selling
- Enhanced proactive communication
- More effective self-service & less reactive problem solving

## IP COMMUNICATIONS

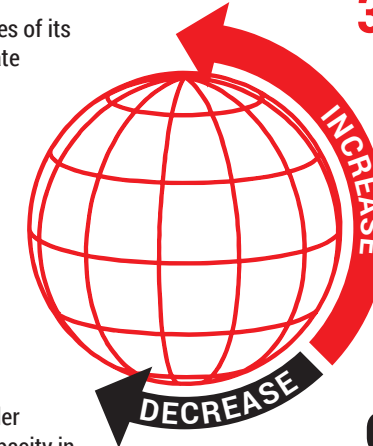
- Hosted voice
- Managed MPLS networks
- Conferencing & collaboration
- Centralized security
- Cisco collaboration tools
- Microsoft Office 365

For more information, contact:  
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Sean Nauert: 502.379.8010 or snauert@westipc.com

## INTERACTIVE SERVICES CUSTOMER RESULTS

### GOAL

Expand global capabilities of its IVR technology and create a consistent, automated self-service experience.



### SOLUTION

Single entry-point, smaller footprint and greater capacity in 6 months with 9 dedicated West experts.

- 3.3% in Containment (6.3% projected by close of year 2)
- 10% in Customer Volume (18% projected by close of year 2)
- 11x Intl. IVR Volumes (Equating to 520,000 intl. calls)
- 4+ Points in Automated Self-Service
- 13% in Customer Satisfaction
- 12% in First Call Resolution
- 6% in Average Length of Call

## INTERACTIVE SERVICES

### IVR PLATFORM AS A SERVICE (PaaS)

Platform as a Service (PaaS) enables you to confidently develop and deploy applications, without the complexity of expanding your platform or managing the infrastructure.

- **Reliability**
  - Carrier-grade infrastructure
  - Globally redundant data centers ensure platform reliability
  - 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

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### 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
  - Single source of truth
- **Contact strategy & compliance expertise**
  - Mobile application design & development
  - Intelligent communication strategy
  - Ensured consent & compliance

### GOAL

Improve patient adherence to their prescribed medication.



### SOLUTION

Outbound text message to remind patients to refill their medication.

- 170% in Customers Offered the Ability to Refill
- 40% in Customer Order Rates
- 25% Higher Refill Rate by Using SMS
- 18.5% in Outbound Notification Cost per Attempted Contact to Refill Prescription

### GOAL

Reduce the number of inbound calls during a major storm.



### SOLUTION

Proactive voice messages.

- \$181k Inbound IVR Call Savings Using Proactive Outreach
- \$84k Return on Investment via Proactive Outreach
- 11pt. in JD Power Scores (from 2011 to 2013)
- 80% Fewer Inbound Calls
- 2.5% Fewer Repeat Callers