SELF-MANAGED PROACTIVE NOTIFICATIONS

west

Customers and associates count on your brand to relay critical information. A self-managed notification solution enables you to create and send mass voice, SMS/text, email or social media messages quickly and easily.

YOUR MANAGEMENT OUR SECURE PLATFORM

Notify and Remind

- Interact more frequently with a broader audience
- Maximize response rates
- Reduce operational costs of inbound customer service

Coordinate and Manage

- Reduce development, maintenance and compliance costs
- Easily administer campaigns and ad-hoc messaging
- Streamline communication across your enterprise
- Ensure opt-in consent and regulation compliance

Personalize and Converse

- Provide customers choice and control
- Strengthen education, retention and advocacy
- Improve care effectiveness, collections, survey participation results and satisfaction scores
- Decrease opt-out rates

West's mass notification system runs on the largest and fastest calling platform in North America.

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WHAT CAN YOU DO WITH WEST'S SELF-MANAGED NOTIFICATION SYSTEM?

West's cloud-based, high-speed, high-volume notification system helps you send time-sensitive or mission-critical information to thousands of customers anywhere, on their devices of choice.

Performance, Reliability and Speed

- Deliver notifications in a matter of minutes, up to thousands of thousands of calls per hour
- Trust geographically dispersed data centers to protect against failure
- Assure performance through a proprietary system of alarms, automated tests and manual tests

Ease of Use

- Create, schedule and send messages through an intuitive, task-based interface
- Select message-type and easily choose from appropriate sending options

Anywhere, Anytime

- Access and activate messages from any Internet-ready device, including smartphones
- Contact the 24/7x365 in-house Help Desk to send a message if you have any difficulty
- Customization & Segmentation

Manage customer preferences

- Send targeted messages to select geographic areas
- Accommodate and specify landline, cell phone, VoIP phone, PDA, pager, text, email, fax, social media and TTY/TDD devices

Inbound Call Handling

- Set up inbound interactive voice response (IVR) messaging programs to manage high-volume incoming calls as a result of outbound notifications
- Free personnel to continue operations and support more complex inquiries

Experience
Connected.SM

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west®