



The Power To
Connect
With Your Customer


IntelliCast™
Closing the gap between you and your customer.



A powerful solution for sending one-on-one

Connect with your customers anytime, anywhere, any place!

In today's unpredictable world, companies need a quick, reliable and easy way to notify their customers about important information. IntelliCast delivers a robust, multi-channel communications solution that gives companies the power to easily deliver simultaneous real-time notifications to millions of people located anywhere in the world by voice, email, text message or fax. Customers can be notified ahead of time about a variety of things such as a flight that is delayed, a prescription that is ready, or reminded of a service appointment, just to name a few. IntelliCast makes it fast, easy and cost effective to send messages that connect with your customers anytime, anywhere, any place.

automated messages.

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When you proactively connect with your customers, you'll reduce inbound calls!



IntelliCast helps companies communicate better with their customers.

Today, companies operate in highly competitive environments. As a result, organizations must focus on brand loyalty, retention, satisfaction and increased revenue per customer to be successful. Competing in today's world is all about service and creating a positive customer experience. IntelliCast delivers this positive experience through the use of automated messages that customers appreciate and find very helpful.

From planned events like a sales promotion to appointment reminders or order shipped messages, IntelliCast makes it easy for organizations to keep in touch with their customers by phone, email, text message or fax. When you stay in touch with your customers using IntelliCast's business solutions, you'll have more frequent and relevant customer contacts at price-points that are far superior to traditional methods like personal phone calls or direct mail.

IntelliCast offers significant advantages.

- ▶ Reduces inbound calls
- ▶ Allows customers to set their own preferences
- ▶ Reduces operating costs
- ▶ Improves customer satisfaction
- ▶ Improves customer retention
- ▶ Increases brand awareness and loyalty
- ▶ Drives new revenue

Superior customer care is no longer an option – it's a necessity.



With companies under constant pressure to reduce costs while increasing service quality, the need for a comprehensive automated customer care solution is critical. IntelliCast is designed to help you drive unparalleled satisfaction through proactive messaging, to deliver a higher level of care and to help retain more of your valued customers.

Even when customer retention is considered one of a company's most valuable assets, it's often one of the most undervalued resources. In the day-to-day endeavor to gain new customers, existing customer relationships can be overlooked. Proactively notifying your customers helps ensure that these relationships are valued and protected. After all, a customer's lifetime market value adds a very large economic gain to any company's bottom line. IntelliCast's automated notifications help to assure better retention for your company.



An insurance company improves retention.

A national insurance conglomerate sought to improve policy retention and to increase the number of customers reinstating their policies after entering into "cancellation pending" status. With interactive notifications, the company realized improvement in policy retention of 5.7% resulting in an annual revenue projection of \$75 million.

Companies are experiencing great success with IntelliCast!

A Cable Company reduced unnecessary “truck rolls.”

A major cable provider needed to confirm service appointments so they could avoid unnecessary “truck rolls” when someone wasn’t home for their scheduled appointment. By notifying customers ahead of time, the cable company saved \$75 for every customer needing to make a change to their appointment. Further, this prevented “truck rolls” for the following day, which would have totaled 7% of their appointments.

An Airline reduced inbound flight status calls.

The second largest airline in the world, with 110 different global destinations, provided a travel alert notification service. Based on customer preferences, this service delivered real-time flight information to passengers by voice, email, text messaging or fax. Currently, the airline delivers more than 1 million flight notifications per month to over 400,000 passengers, resulting in a 33% reduction of inbound flight status calls.

A Pharmacy Benefits Manager reduced inbound calls.

A major health benefits provider, with 25 million members, needed to eliminate expensive inbound customer calls by proactively notifying customers when their order was received, shipped, or delayed. The client reduced inbound calls by 20%, saved over \$6.5 million, and achieved a customer satisfaction rating over 98%.

A Retail Chain delivered automated messages for a big sale.

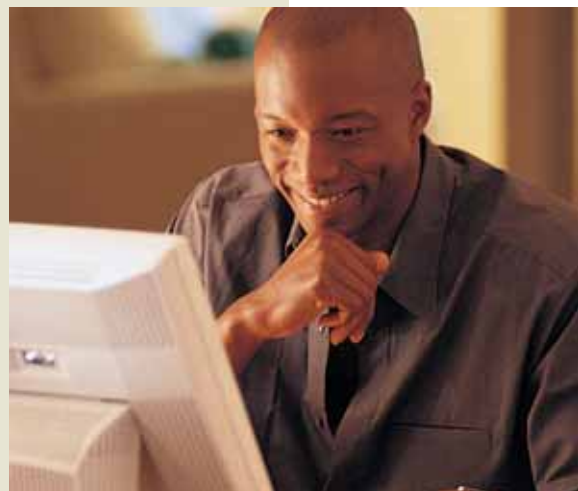
The nation’s 6th largest retailer, with 1,400 stores, needed to notify registered customers about a major holiday promotion. All customer data was managed by the system including online registration, notification content requests, dialing criteria and customer authentication. The service was launched in less than 5 days to over 185,000 customers and was within required service levels.

A School needed help finding a missing boy.

On May 4, 2006, a 7-year old boy walked away from a Denver elementary school. The police launched a notification which targeted all households within a one mile radius. A citizen received the call and recognized the child outside their home. After the police returned the boy to school, the campaign was immediately terminated. The system sent an “all clear” message to the initial call recipients. The entire situation was resolved in less than 29 minutes.

A Retail Pharmacy automated prescription refills.

A leading retail pharmacy, filling over 750,000 prescriptions every day, launched an automated refill and generic conversion application to improve the customer experience. As a result, the client’s prescription refill rate surpassed 21%. Of those conversions, one-third was generic which generated an annual net margin impact of over \$5 million.



Let your customers choose how they want to be notified!

Your customers can now set their own preferences and choose how they'd like to receive their messages by voice, email, text message, fax or any combination. If your customer is flying and the flight is cancelled, he can be notified in the way he prefers. If a prescription is ready, she can be notified it is ready for pick up before driving to the pharmacy. If a customer wants to be immediately notified about a bank overdraft, it can happen via any method chosen.

Customers can also access their information and summaries online, and can easily change their preferences on the web including when they want to be notified. If customers don't want to be disturbed at certain hours, that can be part of the preference management selections. Customers can even delegate certain information to be delivered to another person like an assistant, colleague or spouse.

Customer Preference Management is a patented feature of IntelliCast, and is one of the most helpful and unique services you can offer. Customers will love you for this feature alone and will be more loyal to your brand.



Multi-Channel Messaging



A man with dark hair, wearing a light blue and white striped button-down shirt, is smiling broadly while holding a silver mobile phone to his ear. He is looking slightly to the right of the camera. The background is a soft, out-of-focus office or indoor setting.

We make it cost effective for you to interact with your customers.

IntelliCast makes it easy for you to proactively contact your customers and, at the same time, allows your customers to get back to you – automatically! IntelliCast provides an automated solution for two way communication. This allows customers to interact with your message and take immediate action within the notification. When you proactively contact customers, your communication improves both ways because they can react automatically to your message. This saves you money and improves customer service at the same time. And, if they need to speak to a customer service representative, that can still be an option.

Better yet, with IntelliCast your inbound customer service calls are dramatically reduced because you get information to your customers before they need to call you. Plus, more customers can quickly and easily complete a transaction without ever talking to a customer service representative. The result is a reduction in customer service costs and more informed, pleased customers.

Be ready for unplanned events.



In addition to day-to-day messaging, IntelliCast makes it possible for you to contact people in case an unplanned event should occur. Whether it's a flight cancellation, a weather threat, a product recall or another situation that could suddenly occur, IntelliCast is the fastest and most reliable way of sending important information to your customers.

IntelliCast makes it possible for you to easily notify your customers, employees and suppliers in a variety of ways such as voice, email, text message or fax. Plus, if the situation warrants, your contacts will be able to respond back to you within the notification. With IntelliCast, you can rest assured your messages will be delivered accurately and on time if an unplanned event should ever occur.



A restaurant chain needed to be able to notify their stores when there was a product recall.

The fifth largest food franchiser in the U.S. needed an interactive notifications solution to provide their store locations with critical information. They needed a reliable solution that would allow them to quickly notify their restaurant chains of ingredient recalls that might occur, and ultimately safeguard the public's health. The IntelliCast solution supported the company's domestic operations for over 22,000 locations.



IntelliCast has the power and the flexibility you need to reach out to your customers with important messages sent in a variety of ways. In fact, it's reshaping how various industries such as pharmaceutical, financial services, insurance, travel, banking, cable, media and telecommunications are keeping in touch with their customers and improving customer relations.

With IntelliCast, you don't just send a message. You improve customer satisfaction, reduce inbound calls, improve revenue and reduce your customer service costs. IntelliCast gives you the power to keep in touch, and the ability to acquire, grow and retain more of your valuable customers!

The most effective way to close the gap between you and your customer!



To learn more about IntelliCast
call 800-841-9000 or visit our website
at intellicastolutions.com



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