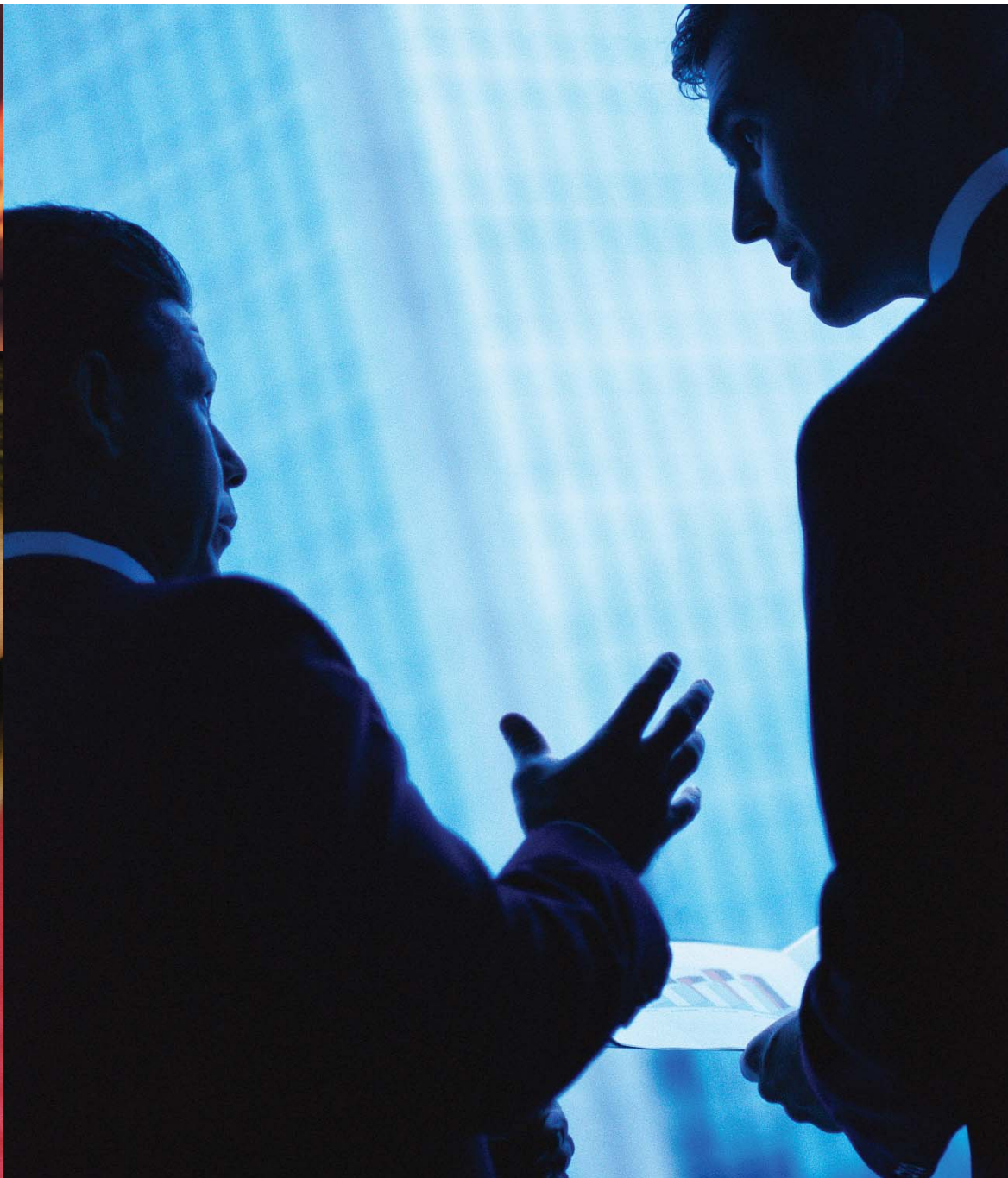




# Professional Services

Enhanced Call Processing Solutions

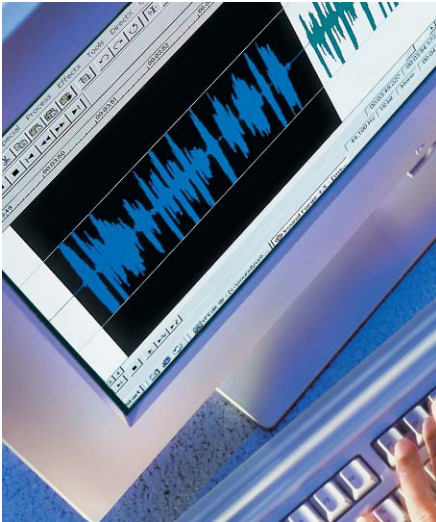




Professional  
Services



# Over a decade of experience.



West Corporation has been designing, developing and managing automated applications for many of our nation's leading companies for over a decade. We've developed thousands of applications and helped our customers reduce costs, increase revenues and improve customer service.

Our consulting professionals have "hands-on" experience with these applications — and in generating meaningful results for clients by providing high quality analysis, research, implementation and continuous improvement methodologies. We apply this expertise and experiential learning to each new client and recommend solutions that will address their challenges — in an efficient, cost-effective manner.

## **Preliminary Research and Analysis**

West's Professional Services team will meet with you to discuss your business goals and requirements, review your existing solution, and analyze a variety of application call data. West will then highlight the financial and customer service benefits you would receive by re-engineering your current solution.

## **Caller Focused Research**

At West, we use a variety of research techniques to evaluate your existing customer contact solutions and make recommendations on your program.

West Professional Services will conduct focus group studies with your callers to obtain an accurate description of why consumers call, as well as their goals and expectations. We then analyze the data and incorporate key research findings into your application design to ensure it reflects callers' viewpoints.

In addition to our group sessions, West can also conduct individual interviews with callers and call center agents and use the information in conjunction with focus group study results. These individual interviews help to further validate other research data and provide greater insight into a new application or solution.



### Usability Testing

Usability testing is conducted to help companies determine how a typical caller interacts with their existing automated voice response application. This will uncover any problems or issues and quickly identify areas for improvements.

West conducts a series of one-on-one test scenarios with a cross section of your callers. Test callers are observed interacting with the application in a controlled environment. Testing sessions are video taped for review and analysis. The data is used to determine potential areas for improvement and redesign. Usability studies can be performed on an existing application, a working demo, or during the pilot phase of a project.

Wizard of Oz (WOZ) testing is done prior to coding new applications to ensure the proposed scripting and call flow will work effectively.

In addition, clients are also invited to the West Professional Services lab to watch test subjects as they interact with the application. If desired, West can also conduct tests at a location chosen by the client.

### Dialog Design Consulting

West's dialog design experts will develop a dialog specification to meet your business objectives. The design will reflect the most up-to-date user interface methodologies to ensure your callers can successfully navigate the application and that they enjoy their calling experience. The dialog design specification is comprised of the script and coding requirements for an application.

### Voice Recording and Audio Production

At West you have a 24x7 recording studio at your fingertips. We have a fully equipped in-house studio to provide our clients with the kind of quality and speed they need to be more responsive to their customers. Our audio experts will audition and select the best professional voice talent for your application and, once the voice talent has been chosen, the script will be recorded and edited in our state-of-the-art recording studio and reviewed to ensure content accuracy and maximum quality.

## Available Reporting for Professional Services

### Project Road Map

A document outlining the project sponsors, scope, approach, timeline, expectations and objectives.

### Preliminary Analysis Report

Before we design your new application, our experts assess the strengths and weaknesses of your current program to ensure the new application meets your business needs.

### Focus Group Report

Caller focus groups are valuable tools for getting feedback to ensure that your automated application is tailor-made for your callers and easy for them to complete their tasks in self-service mode.

### Telescope of Call Flow and Call Path Scripting

Based on our research and analysis, an audio/visual telescope (a non-functional demo of your application) and call path scripting will be created for use during the WOZ testing phase.

### Usability Test Report

West conducts usability tests to observe and record callers as they perform tasks in the automated application. Results are then analyzed to determine possible areas for redesign.

### Final Call Flow Diagram and Dialog Specification

The call flow and dialog specification documents are based on the analysis, focus groups and test data obtained through our research.

### Communications

#### Executive Memorandum

West's communications experts provide you with an executive memo outlining key strategic and tactical communication measures required for a successful deployment of the application.



Automated solutions  
designed to meet  
your business needs.

#### **Application Tuning and Maintenance (For West Hosted Applications)**

During the pilot phase of the project, our application tuning professionals will analyze your call data and make recommendations that will improve your application prior to the implementation phase.

During the implementation and operational phases, our tuning experts will also provide you with on-going application performance analysis. This information is used to recognize important trends or possible areas of change to best meet the on-going needs of your callers.

#### **Internal and External Communications Planning**

At West, we believe that effective communication is key to the successful deployment of your new application. Your customer contact solutions can only be successful if your customer knows how to use them. That's why we provide you with an executive memorandum, which outlines the key strategic and tactical communication measures necessary to ensure a smooth deployment of your new application.

## About West

The Professional Services team is part of West Corporation, one of the nation's premier providers of customer contact solutions specializing in customized inbound, outbound, interactive, Internet, collections and conferencing services to clients on an outsourced basis. West offers clients unmatched flexibility in delivering high quality, cost-effective customer acquisition, care and retention solutions.



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