



A Leading Direct Response Marketer

CASE STUDY

“West has developed a brilliant blended solution that dramatically reduces our cost per call. This automated process encourages our customers to place their order in the cost-effective IVR system, yet saves potential lost sales by allowing our technology-fearing customers to speak to a live operator if they prefer. We're ecstatic with the results so far and will make this unique solution a part of all future campaigns.”

— *Director, Marketing*
IdeaVillage Products Corporation

OBJECTIVE: Reduce Costs While Maintaining Service Levels

A leading direct response marketer was preparing to launch a new product and wanted to lower the cost of taking orders generated from direct response advertising, while still maintaining a high-level of conversions. As they began to explore the option of automating their calls, they became concerned about the effectiveness of an Interactive Voice Response only solution.

The company needed a seamless solution that could not only handle callers in an automated environment, but also easily transfer a caller to a live agent if necessary. In addition, the solution also had to maintain a high level of upsell conversions and reduce the high rate of record spoilage typically associated with standard Interactive Voice Response transcription. The direct marketer chose West Corporation to help them determine the best solution.



THE WEST SOLUTION:

A Highly Effective Interactive Agent Solution

West's experienced personnel worked closely with the company to determine that their program, a credit card capture order with three upsells, would be best served by West's Interactive Agent solution. Interactive Agent is an automated order processing solution that was developed specifically for the Direct Response industry and utilizes Interactive Voice Response to automate a wide array of customer acquisition and customer service inquiries.

Based on West's recommendation, the company decided to run a test sending 50% of all calls directly to a live agent and 50% to the Interactive Agent solution. Our Interactive Agent team then created a script and call flow that allowed for calls to be handled in a friendly, efficient and cost-effective manner.

As calls enter the IVR system, the Address Express feature instantly detects the ANI which is then used to automatically determine the caller's address. Once the address is verified the caller interacts with the system to place the order and is given all three upsell options. At any point during the call, people can transfer out to a live agent to complete the order.



THE RESULTS: Greater Order Conversions and Reduced Costs

With Interactive Agent, the client was able to not only reduce the cost of handling orders, but also increase revenue and improve customer satisfaction.

Because Interactive Agent operates on West's robust IVR platform we were able to answer 100% of all calls maximizing every opportunity for a sale. Of those callers, more than 60% opted to stay in the automated system and order conversion rates were comparable to the live agent only solution. Not only did the blended Interactive Agent solution allow West to handle a higher number of calls, but the consistency in which the messages were delivered helped to increase upsell conversions by almost 9% compared to the live agent only solution. This resulted in an overall 6% increase in revenue per order.

At the same time, by automating the majority of calls, we were able to reduce cost-per-order by more than 28% over a live agent only solution. The automation also resulted in quicker call resolutions and all calls were handled in a consistent, friendly manner which helped to improve customer satisfaction. As a result of the success of their initial test, the direct marketer plans to utilize the Interactive Agent solution for additional products and promotions.

WEST CORPORATION: A Premier Provider of Contact Solutions

West Corporation is a leading provider of outsourced communication solutions to many of the world's largest companies. West helps our clients communicate effectively, maximize the value of their customer relationships and drive greater revenue from each transaction. West's integrated suite of customized solutions includes customer acquisition, customer care and retention services, interactive voice response services, as well as conferencing and receivables management services. West's experienced personnel, cutting-edge technology and advanced systems make it possible to provide companies with solutions that help increase revenue, lower costs and improve customer satisfaction.



For more information about West, call:

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