



# Mass Merchandiser Prepaid Calling Cards

C A S E S T U D Y

“Our client experienced instant results when we integrated our Advanced Speech Recognition technology into their existing IVR platform. As the program grew we have adapted and expanded it to keep up with the demand while keeping costs in line. At West, we strive to exceed our client’s expectations and to make their program more effective.”

— *Senior Vice President*  
*West Corporation*

## **O B J E C T I V E :** Shorten Call Times and Improve Costs

One of the nation’s leading telecommunications companies chose West Corporation to develop an automated solution that could handle calls generated from a major mass merchandiser’s Prepaid Calling Card program. In order for this program to be successful, the application had to handle rotary callers, which meant there could be no DTMF (touch-tone) interaction between the rotary callers and the Interactive Voice Response (IVR) platform. West initially developed a process that identified these callers and routed them from the IVR system directly to a bilingual live agent. The agent would then gather pertinent information and complete the call. The whole process took approximately 90 seconds per call.

Although the initial program successfully met the client’s expectations, West knew that they could further improve customer satisfaction and cost effectiveness. So West’s team of professionals set out to develop a new automated solution that would help the client shorten call times and improve the costs associated with handling rotary callers.



## **T H E W E S T S O L U T I O N :**

### **An Advanced Speech Recognition Solution**

When the client’s program first started, Advanced Speech Recognition (ASR) technology had voice recognition rates that were not acceptable given the size of the project and the quality necessary to be successful. Throughout the initial phases of the program, West’s team of technology experts worked to develop a customized ASR solution that would incorporate the latest technological advances to create an automated option for rotary callers. Once this superior solution had been developed, West approached the client with recommendations and the merchandiser chose to move forward with the new solution.

All callers dialing into the toll-free numbers start out in West’s IVR system where the application determines if the caller is using a rotary phone based on a set of predetermined business rules. If the call is from a rotary phone, the application allows callers to use natural speech to give the appropriate information instead of transferring to a live agent. If the caller is identified as a Spanish-speaking customer, the application will immediately transfer them to a Spanish-speaking agent.



**THE RESULTS : Over 500% ROI and 77% Decrease In Costs**

Within the first full month of implementation, the client realized a more than 500% return on their investment. West's robust and highly scalable ASR system made it possible for the company to handle significant increases in rotary callers, growing from 375,000 to over 900,000 callers a month. In addition to increased call capacity, the company has also realized a 77% decrease in costs.

By striving for continuous improvement and utilizing the appropriate technology at the appropriate time, West has been able to exceed both the client's and their customer's expectations. Not only has the company enjoyed tremendous cost savings by utilizing the West ASR system, but the end-users have also benefited from a more user friendly and efficient call flow environment, which has dramatically improved the overall customer experience.

**WEST CORPORATION : A Premier Provider of Contact Solutions**

West Corporation is one of the nation's premier providers of customer contact solutions and has a proven track record of success with many of today's Fortune 1000 companies. West specializes in customized inbound, outbound, interactive, Internet, collections and conferencing services. West's experienced personnel, cutting-edge technology and advanced systems enable us to provide companies with solutions that help increase revenue, lower costs and improve customer satisfaction. With West, companies never miss an opportunity to capitalize on every customer contact. From customer acquisition and customer care to conferencing and collections, West provides a multitude of customized solutions that help companies succeed in business.



For more information about West, call:

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