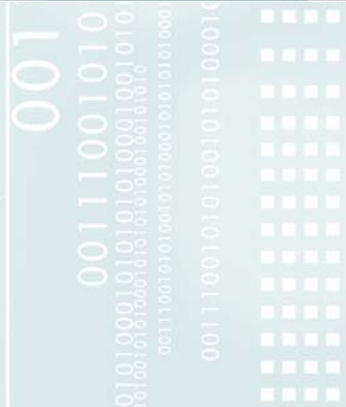
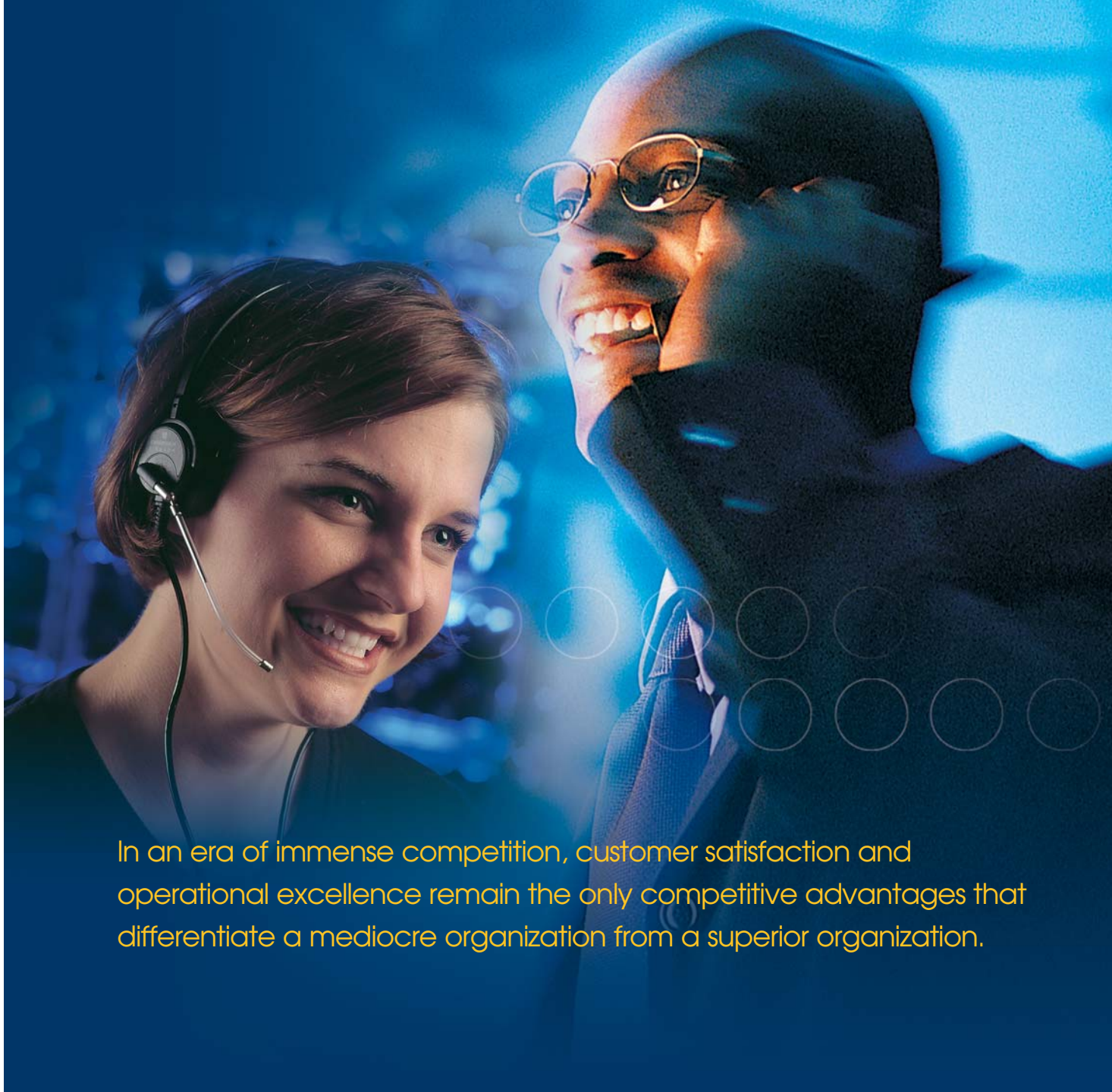




EVERYTHING YOU NEED TO KNOW ABOUT YOUR CUSTOMER





In an era of immense competition, customer satisfaction and operational excellence remain the only competitive advantages that differentiate a mediocre organization from a superior organization.

Maximize the Value of Every Customer Interaction

At West Interactive, we believe customer satisfaction is the foundation of every business. With Insight, our advanced customer survey solution, you are able to maximize the value of your customer relationships by instantaneously capturing your callers' impressions of your company. Insight is no ordinary customer survey product; it is designed to provide you with powerful information regarding how your call center agents interact with your customers. It also helps to improve first-call resolution and increase customer satisfaction while providing a higher level of product feedback.

Insight gives you the ability to deliver real-time customer surveys on inbound calls to customers who choose to participate. There is no need to create multiple databases and manually collect data from different sources and locations; you are able to view and control the entire survey reporting process in real-time, via a user-friendly web portal. Delivered immediately upon completion, the data is accurate and in the customer's own words, allowing for the true voice of the customer to be heard. Unlike other survey options, the agent is unaware of the survey offering; therefore, there is no bias in their delivery of service.

THE INSIGHT
CUSTOMER
INTELLIGENCE™
SOLUTION

C U S T O M E R I N T E L L I G E N C E



Insight Customer Intelligence Provides a Valuable Source of Information

The wealth of information collected with Insight is a reliable and valuable source of customer service intelligence. With Insight, you can:

- ▶ *Evaluate agent/customer interactions to ensure the required level of quality is maintained and policies are followed.*
- ▶ *Use Insight's real-time results as a tool to immediately provide the right training and coaching to a specific agent.*
- ▶ *Analyze customer feedback to quickly measure and improve first-call resolution.*
- ▶ *Access to historical data on your agents' interactions allows for analysis of problematic areas or for identifying and rewarding best practices.*

Analyze and Improve Your Customer Service

Features

Insight offers a range of features to help analyze customer relationships and improve customer service, including:

- Network-based for easy integration
- Immediate post-call agent surveys
- Customer chosen participation
- Survey is anonymous to the agent
- Minimal time commitment by the customer
- Real-time delivery of results
- Web-based reporting
- 100% call recording

Real-time Monitoring and Reporting

Generally, implementing data analysis and reporting is extremely labor-intensive and time-consuming. With Insight, you are provided with robust reporting capabilities that address your unique business requirements. Reports are generated using a variety of data including Agent ID, automatic number identifier, ranking of the call per question, day of the week, time of the day and callback selection. These reports are graphically displayed to quickly identify results and trends. Insight also gives you the ability to import this data into your existing quality monitoring systems.

Speed and Flexibility

Insight's flexible architecture allows for seamless integration into your existing infrastructure. And because it is network-based, this centralized solution gives you the ability to make rapid changes to a number of variables including call types, call center locations as well as your survey questions. Insight's unique ability to allow for real-time adjustments gives you the power to easily maintain and update your survey program while addressing your ever changing business needs.

Security and Control

Insight's web-based administration tool allows you to self-manage access and security at all levels. Access is configurable on a hierarchical basis to meet the unique needs of your business. The Insight administrative tool gives companies secure access through a unique login/password combination to ensure only authorized users have access. In addition, the information presented is filtered on a per user basis, to protect sensitive information. With Insight, there is no "per user" licensing fee, which allows you to have an unlimited number of users.



Immediate and Interactive Feedback

Every call is a chance to enhance a customer's impression of your organization. With Insight, you are able to monitor your survey results instantly and evaluate your agents on their customer service skills. Because the Insight solution records not only the survey, but also the entire agent/caller interaction, call center managers are now able to provide immediate feedback to the agents, based on the immediate survey results.



The Insight Advantage

Customer satisfaction may seem easy to understand, but it is often difficult to define and even more difficult to measure. With Insight, you learn more about what your customers are saying about you and what matters most to them. By boosting customer satisfaction, you will see improvements that translate into additional revenue per customer, improved customer retention, reduced call handling costs and elevated agent performance.

To learn more about Insight call **800-841-9000**



11808 Miracle Hills Drive ■ Omaha, Nebraska 68154 ■ 800-841-9000 ■ westinteractive.com