



West Interactive Hosted Contact Center

The Right Partner, The Right Solution

West Interactive offers an approach to Hosted Contact Center solutions that will enable you to achieve greater results with your customer care strategy, in less time.

Businesses continue to face the challenges of shrinking capital investments, reducing operating costs and maintaining a competitive edge by leveraging technology and best practices. West Interactive's Hosted Contact Center solution provides the opportunity to enhance your customer relationships by allowing you to focus on your core competencies resulting in strong business performance.

Our suite of services is backed by a dedicated team, flexible and scalable platform and state-of-the-art data centers. Stay ahead of the competition with a partner who has hands-on operational and vertical expertise.

The West Interactive Hosted Contact Center Features

Flexible options from West Interactive allow you to focus on meeting near term goals with a path to addressing future needs as they arise. Choose one or all of our services to bring your operations to the next level:

- ▶ Inbound and outbound IVR
- ▶ Network ACD & intelligent call routing
- ▶ CTI Screen-pop
- ▶ Multi-media (email, chat, web co-browse, sms)
- ▶ Workforce management
- ▶ Quality assurance management (voice & desktop recording)
- ▶ Enterprise monitoring, control & reporting

Client Case Study: Leading Wireless Communications Provider

This client needed a customer-centric, enterprise-wide strategy aimed at driving improvements in experience, while managing operational efficiency. This required integrating call flow activities into a single, manageable, virtual call center platform with tracking of interactions from end-to-end.

Challenges:

- ▶ Needed to replace toll-based calling to each of their call center sites
- ▶ No visibility to call volume and agent performance across sites
- ▶ Had issues maintaining volume spikes due to resource inefficiencies
- ▶ Needed a solution that did not require significant capital expenditure

Solutions:

- ▶ Hosted Contact Center solution that included Network ACD with full CTI integration across all sites
- ▶ VoIP using a Multi-Packet Label Switching (MPLS) network provided lower transport costs
- ▶ Real-time executive dashboard with enterprise level reporting

Results:

- ▶ SIP inbound (to the IVR) and outbound to all the contact centers
- ▶ Deployed and support 8 contact centers plus remote agents in less than 5 months time
- ▶ Call Handling time decreased by 20 seconds per call
- ▶ CSAT scores improved by 3%
- ▶ New Hosted solution is allowing the wireless company to enjoy significant cost saving of millions of dollars per year



The Advantages of Hosted Contact Center Solutions — Immediate Results to Your Bottom Line

Whether you choose to deploy a single call center component or all of them, West Interactive will help you to deliver higher quality and unmatched service and is dedicated to driving greater results to your bottom line.

Cost Reduction: Reduce inbound calls, improve call center efficiencies, decrease capital investment, and focus on business and IT strategy, not technology obsolescence.

Reduce Risk: Trusted and financially sound partner with focus and investment in Information Security, BPO planning, call-volume capacity, system redundancy and compliance.

Enterprise Viewing: Transition to a virtual center model and gain a single view across sites, remote agents and inbound and outbound customer contacts.

Real-time Administration & Reporting: Gain the information you need to make solid decisions, implement faster changes and deploy new applications without increasing time and expense of your current IT resources and systems.

Enhance Customer Satisfaction & Loyalty: Leverage our multi-channel platform to empower your customers to be communicated with in a more responsive and efficient manner. Automated solutions combined with intelligent call routing means customers are connected to the right resource at the right time; increasing both satisfaction and first-contact resolution.

Faster Return on Investment: Reducing your up-front and operating costs, centralizing the management of agents in multiple locations and increased productivity deliver bottom-line results sooner.

Increase Efficiency: Network call routing and queuing, easy and quick implementation of new programs and increased customer contact result in greater productivity for your contact center.

Deliver on Business Goals: Improving operational management creates opportunities for new business services and revenue generation.

The Solution You Are Looking For — And More

We understand that when you look to a Hosted Contact Center solution you are entrusting us to support the most important piece of your business—your customer connection. This is why we will deliver innovative, highly reliable and professionally managed services.

Are you ready to implement a fully hosted contact center solution? Want to learn more about the benefits of Hosted Contact Center. Contact us today to see how you can achieve the best customer contact center solution for your business.

To learn more about Hosted Contact Center Solutions, go to <http://www.westinteractive.com/resources.asp> and download Frost & Sullivan's recent white paper: **"The Compelling Business Drivers for the Hosted Contact Center Approach"**



For more information, call:
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