



West Corporation



Evolving Customer Service in an increasingly Mobile Environment

April 23, 2010

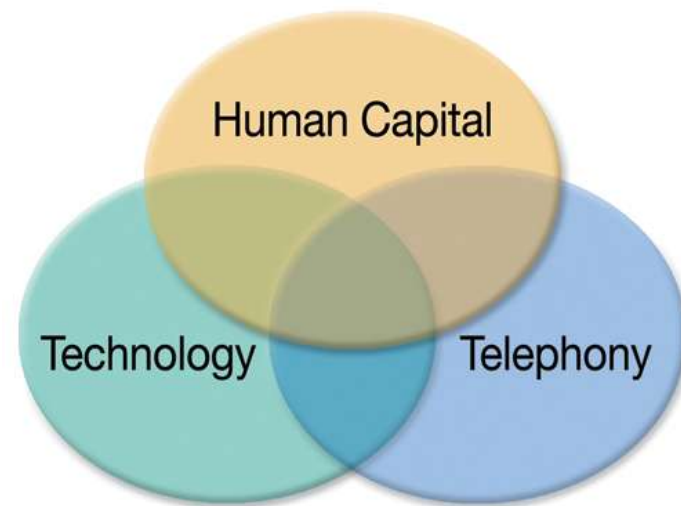
communication

West Corporation



West Corporation is a leading provider of outsourced communication solutions to many of the world's largest companies, organizations and government agencies.

- Founded in 1986
- \$2.25 billion revenue in 2008
- Headquartered in Omaha, NE
- 43,000 employees
- 2.6 billion IVR minutes in 2008



Key Trends in Mobility

- “Cord Cutters” relying only on cell phones
 - 1 in 5 US Households
 - 30% of 18-29 year olds
 - 40% of renters
 - 25% of Hispanics
- Only 17% of US households rely solely on land-lines
- Smartphone Users Increasing
 - 15% of current users
 - over 30% of new phone sales
- Contact Centers are seeing 28% to 32%+ of calls originating on Mobile Devices
- 35% of companies listed mobile strategy as a high or critical priority within their organization

Customer Expectations



Know Me

- Know who I am
- Know what I called about
- Know what service I need
- Know what is important for me to know
- Know which language I prefer

Know My Communication

- Know how I like to be contacted
 - Voice
 - Email
 - SMS
 - Web

Know When to Contact Me

- Know how I like to be notified
 - Calling windows
 - Immediately (if important)

Challenge or Opportunity

Contact Center *Challenges*

- Number Portability
- Voice Quality
- Customer Identification

Contact Center *Opportunities*

- Device Feature Functionality
- Multi-modal Communication
- Customer Identification

Challenges or Opportunities, our customer expectations are changing and we must develop strategies to accommodate

Contact Channels



Mobility is part of the overall multi-channel strategy and can serve as one of the lowest cost channels while leveraging the services of each additional channel

Contact Center Mobile Strategy

Competitive Advantage.....

- Single Customer Contact Strategy
 - Any Time, Place or Method Customer Mentality
 - Multi-Channel Approach – Mobile is part of the overall vision
 - Single Persona and Experience
 - Voice to Device to Desktop
- Extend Customer Care and Self-Help Automation to Devices
 - Contact Centers see 28% to 32% of interactions through wireless device
- Integration with Care Suite of Services
 - Speech Technology
 - Intelligent Call Routing Solutions
 - Virtual Hold Technology
 - Proactive Notification Platform
 - Satisfaction Surveys

