

# Multi-channel customer communication; *a look at the role of “mobile”*

Bruce Pollock, Vice President



*Improving lives and connecting the world through the power of communication.*

## Who We Are

- Leading provider of technology-driven communication services

## What We Do

- Manage and process large-scale, complex, mission-critical transactions to help our clients communicate effectively and efficiently

## Our Business Segments

- Unified Communications
- Communication Services

## Why We Win

- Technological innovation
- Expertise and best practices
- Best-in-class cost structure

# West | Broad Base of Communication Services



## West Corporation

### Unified Communications

#### Conferencing & Collaboration Services

- On-Demand and Web Conferencing tools
- Video services

#### Event Services

- Audio and video webcasting
- Virtual Event – Online communities
- Operator-assisted audio conferencing

#### IP Based UC Solutions

- Hosted IP-PBX and enterprise call management
- Hosted and managed MPLS network
- Partner solution portfolio
- Cloud-based security services
- Professional services and system integration

#### Alerts & Notifications Services

- Automated voice notifications
- SMS/email alerts and notifications
- Social media messaging
- Multichannel preference management and campaign management
- Web and customer portal management

### Communication Services

#### Automated Call Processing

- Automated customer service
  - IVR & Natural Language solutions
  - Voice and data network management solutions

#### Agent-Based Services

- Customer care and acquisition
- Account and Receivable's management services
- Overpayment identification and recovery/collections services

#### Emergency Communications

- 911 Network systems and services
- Fully integrated with network routing
- Integrated graphical interface

#### Telephony / Interconnect Services

- Toll-free origination
- Termination services
- Tandem transit

# Mobile customer experiences are evolving

Voice and non-voice applications each have an important role

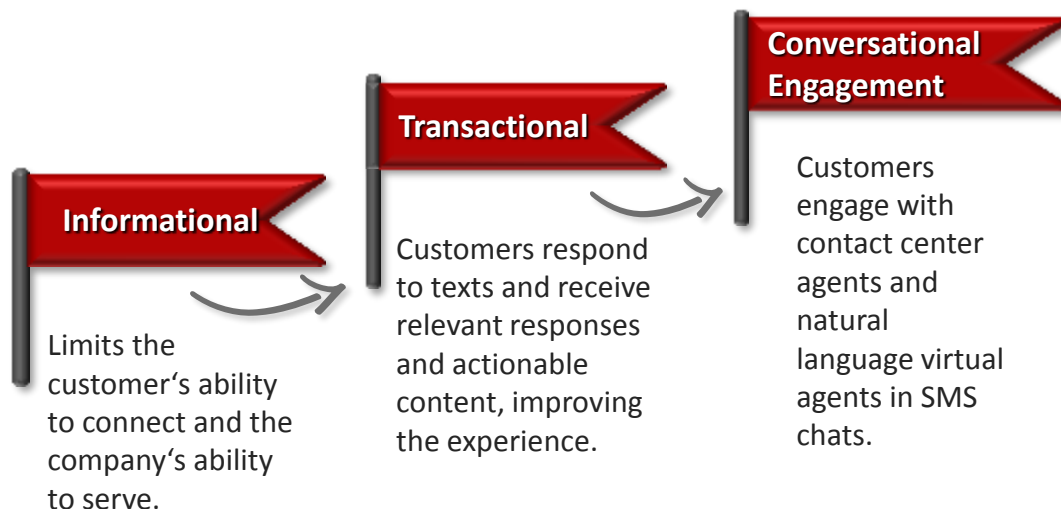
- **50+** percent of American adults are smartphone owners; many use their devices for both commerce and service
- Mobile apps are just *one part* of a mobile customer experience
  - Mobile messaging e.g. SMS, etc., remains an important cornerstone
  - Click to call, video, mobile web, social, etc., are additional, complementary components of the mobile experience
  - Customer-centric use cases are key to achieving success
- Channel silos prevail, yet the walls are coming down (*slowly*)
  - Things are getting easier for consumers; tougher for enterprises
  - Technology and “human” integrations (communication/change management) present challenges yet are necessary for success
- Non-voice apps are growing, yet voice remains “King” for now, particularly for problem-solving scenarios

# SMS is playing a key role in the evolution of the mobilized customer experience

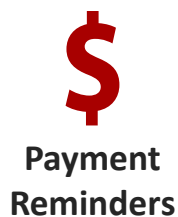
**Two-way engagement is growing and improving the customer experience**

**~95%**

Of mobile users have used SMS to connect with brands



**A plethora of use cases...**



# One-Way SMS | National Retail Pharmacy

Challenge: Expand the Channels Offered to Patients When Receiving Order Ready Notifications

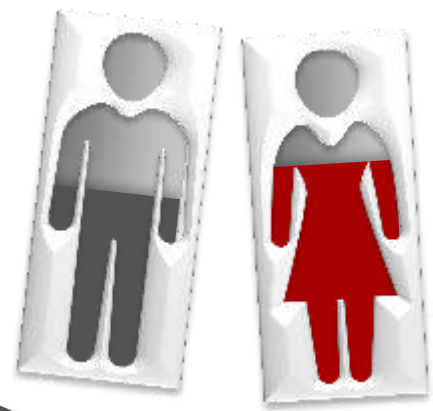


## Strong SMS Adoption

250k to 10 Million

Next Steps: SMS and 2-Way SMS:

From 2012 to 2013  
Successfully converted 250,000 patients from voice to SMS and further increased adoption of the SMS channel to over 10,000,000 patients.



### Step 1: Setting Benchmarks

Three Month Pilot:  
3.26% Growth



### Step 2: Setting Goals

Four Years of Growth:  
7-17.5% Growth

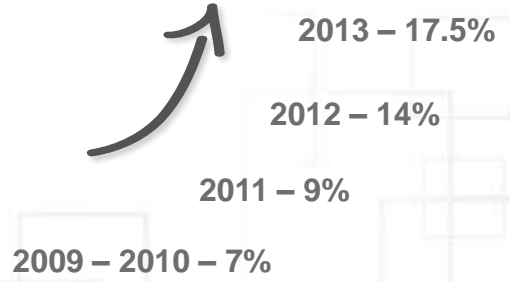


### Step 3: Achieving Goals and Setting the Bar

Our Projections for Future Adoption:  
20% YOY



## Refill Rate Growth

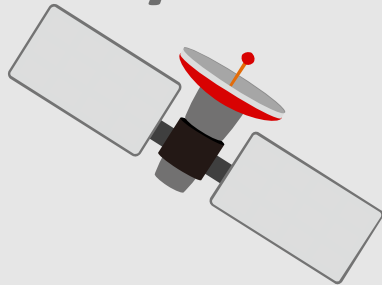


# Two-way SMS | Satellite-Based Services

Challenge: Many Customers Couldn't Order Pay-Per-View via Their SetTop Box



## Pay-Per-View Orders via SMS



Reached an untapped demographic through two-way SMS by allowing customers to order Pay-Per-View on their mobile devices



**7+ Million SMS orders in 2013**



1 Customers had to call or go online to place a Pay-Per-View order

2 When placing an order online or on the phone, customers experienced wait times and even missed live events

3 By placing an order via SMS, customers can order without having to wait

4 Ordering via SMS has surpassed the online ordering option

More PPV orders on a "net" basis

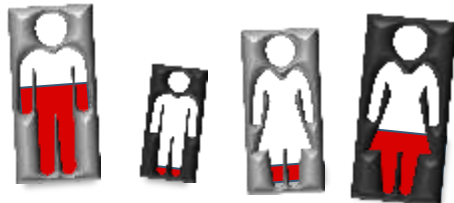


*SMS PPV orders have surpassed web PPV orders*

*"Non-connected" customers have made SMS the number one Pay-Per-View ordering method.*

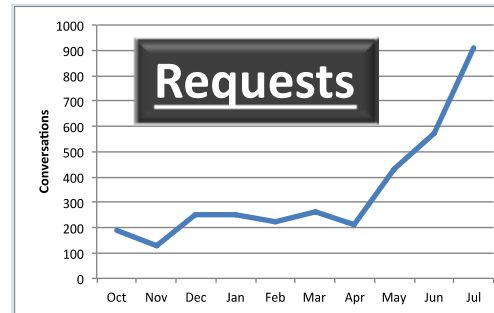
# SMS Assistant| Financial Services Provider

Challenge: Provide Convenient White-Glove Concierge Service to Card Members on a Mobile Device



Dining	Flowers	Travel	Custom
61%	1.6%	3.8%	33.6%

**85%**  
Of SMS Assistant users rate the service excellent



## Card Member Experience

**70%**

Of card members would highly recommend the service to a friend

**48%**

Of users prefer SMS Assistant as their primary channel for concierge services

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- Mobile customer contact is evolving
  - Non-voice applications can be potent additions to your customer communication strategy
  - Getting the *right mix* of voice and non-voice interactions is critical to achieving a great customer experience
- *Integrating* mobile with other channels/applications is important to achieving successful customer engagement
  - Context and analytics are integral to success
- Put *customer needs* first (rather than technology) – they'll thank you for it!