

Catalog Industry

Product Sales and Customer Care Solutions



West Direct provides a highly efficient customer contact solution that helps catalog companies increase sales and provides a flexible staffing alternative to meet your seasonal or promotional needs.



At West Direct, we help catalog companies maximize every opportunity by developing powerful customized programs that can increase revenue, lower customer service costs and provide better customer care. Regardless of your product line, West Direct has the experienced staff, advanced technology and comprehensive solutions to cost-effectively process your calls and close more sales. We also provide catalog

companies with a host of targeted upsell solutions that can turn every contact into a revenue opportunity.

West Direct's Catalog Solutions Offer Many Key Advantages:

- Automated Order Processing
- Work at Home Agents
- Premise-based Agents
- Bilingual Agents
- Online Customer Support
- Variable Staffing and Pricing Models
- Upsell Revenue Opportunities
- High-Quality Customer Care

Here are some of the ways West Direct can help you handle more calls, reduce ALCs and increase your revenue during high call volume periods throughout the year:

Seasonal Call Overflow

Whether your call volume peaks during the holidays or other times during the year, you can cost-effectively stabilize internal call flow by outsourcing to West Direct. We have the advanced facilities and state-of-the-art technology necessary to ramp up and staff very quickly. With West Direct's variable staffing and pricing models, you will also have the luxury of increasing sales, while paying only for the calls handled.

Off-Peak Call Capability

West Direct can make you available to your customers 24 hours a day, 7 days a week. By outsourcing your off-peak calls to West, you can reduce your staffing costs and rest assured your customers will be given the highest level of service and sales opportunities will never be lost.

Experience, talent and technology that can increase sales and enhance your customer care.



West Direct offers a variety of customer contact solutions, designed to improve staffing flexibility and increase order conversions.

Automated Customer Care – Interactive Agent

Our automated customer care solution allows you to capture important consumer order information and manage customer service, without having the expense of live agents. West Direct's Interactive Agent gives companies the power to handle a wide array of call types generated from a catalog or website. This solution features a variety of unique services, including Lead Generation and Order Plus that will help you generate more leads, convert more calls into orders and reduce your customer contact costs.

Comprehensive Agent Training

The success of your program begins with quality agents. Through our comprehensive hiring, training, staffing and quality assurance initiatives, we provide you with agents who are knowledgeable, friendly and skilled at generating new sales. Every agent goes through customized, in-depth training of your products to ensure that they have the required sales skills necessary to help you succeed.

Revenue Enhancement – SmartSell®

West Direct provides a full-service marketing solution, SmartSell®, that increases your revenue potential from each of your customer contact points. By offering these products at the end of your primary telephony or web-based transaction, you can generate an incremental revenue stream while enhancing your relationships with your customers and you receive a commission for each upsell or cross-sell we perform for you.



For more information about West Direct, call:

800-862-1000

or visit us at westdirect.com