

Interactive Agent™

West Direct's Automated Customer Contact Solution

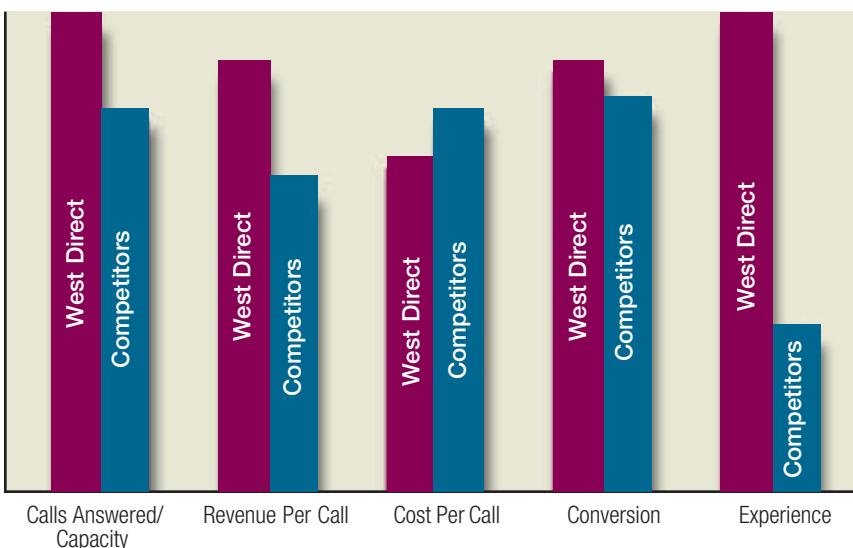
Automated call processing continues to revolutionize the Direct Response industry. West Direct's Interactive Agent provides the industry with the only fully blended automated solution. Our ability to seamlessly integrate automated calls with a live agent, implement a speech application and use an automated address look-up dramatically increases your revenue-per-order and lowers your cost per call. Our blended solution makes West Direct the industry's leading provider for automated call processing.

Interactive Agent Features:

- Nation's Largest IVR Platform
- Quality Assurance
- Legal Compliance
- Automated Address Look-up
- Over 20 Years Experience in Direct Response Programs
- Reliable, Redundant Systems
- Leading Edge Technology
 - Speech Enabled Programs
 - Multi-Lingual Capabilities

When you outsource your direct response calls to West Direct you gain a financially strong, strategic business partner that is focused on helping you grow your business. At West Direct, it's more than just tools and technology, our years of experience and extensive resources deliver a superior automated direct response contact solution.

Interactive Agent™ vs Other Providers



Why Choose Interactive Agent:

- 100% call resolution
- Seamless live agent integration
- Speech enabled applications
- SmartSell® upsells
- Experienced account management teams
- Converts higher in head-to-head tests
- Full service in-house recording studio
- Bottom line – make more money



What you should know when choosing an Automated Solutions provider.

Does the provider:

Other West

- Have enough inbound port capacity to handle significant call spikes?
- Use automation in collecting address information which reduces costs, reduces bad records and improves record delivery?
- Have a seamless, in-house live agent option that reduces caller stress and improves order conversion by saving a sale?
- Offer a third-party upsell whose revenue can significantly offset, or in some cases, pay for your entire IVR costs?
- Have a patented offer optimization process to ensure your customer receives the right presentation?
- Utilize media sourcing to intelligently assign toll free numbers which reduces dubbing costs?
- Utilize the latest technology, such as speech, and offer it as a core product that significantly improves order conversion?
- Stay current and abide with all FTC regulations, multiple state regulations and IVR patents?
- Have an in-house creative services department for recording?
- Have experience in IVR applications and development processing?
- Have financial stability?
- Use billing that reflects usage? (Some companies round-up to the next full minute.)



For more information about West Direct, call:

800-862-1000

or visit us at westdirect.com

