



Since 1986, West Direct has processed billions of calls for many of the world's leading Direct Response marketers. In that time, we have experienced first hand the ever-changing nature of the Direct Response industry. As the industry leader, we have adapted with these changes and continue to provide our clients with powerful solutions that help them market their products and services more effectively. West's blend of agents, speech-enabled IVR and revenue generating upsells, combined with our unparalleled technologies, make West Direct the most valuable marketing partner in the industry.

Just see what our current clients are saying about us...

#### **George Cassotis, IdeaVillage**

"West has developed a brilliant blended solution that dramatically reduces our cost per call. This automated process encourages our customers to place their order in the cost-effective IVR system, yet saves potential lost sales by allowing our technology-fearing customers to speak to a live operator if they prefer. We're ecstatic with the results and will continue with this unique solution as part of all future campaigns."

#### **Mark Taylor, Thane Marketing International**

"West has been a key strategic service organization for Thane for over 14 years. West's consistency, quality and diversity have played a major role in Thane's continued success in offering our products directly to the end consumer. West's client services, IT and account management departments are the finest in the industry. We at Thane appreciate the responsiveness that the West personnel have provided us throughout our relationship."

#### **Pat Boos, Time Life**

"For the past 20 years, West has been an integrated extension of our business. In that time, we have expanded from traditional call center agents to IVR and are enjoying the benefits of 3rd party upsell revenue. West is a secure, established provider who we can depend on to supply the highest level of service. Strong marketing partners are the key to our future and we will continue to grow our business with West."

#### **Karen How, Ontel Products, Inc.**

"West's IVR system is one of the most advanced in the industry. We use West because of their ability to process high volume call capacity as well as provide innovative technology for our programs. Through the advances in technology, our calls are handled more efficiently and provide higher conversion on original orders and upsells. Flexibility with their system allows us to have multiple products with ranging prices. West always performs and we count on them to create cost-effective solutions for processing our IVR call volume."

#### **Henny den Uijl, Obesity Research Center**

"What I like best about West are the people. Their account management is proactive, consultative and most of all, understands our business. Additionally, West's senior management maintains close contact with me and my business to ensure our programs are performing at an optimal level at all times."



For more information about West Direct, call:

**800-862-1000**

or visit us at [westdirect.com](http://westdirect.com)