

Maximize the Value of Every Customer Interaction

When it comes to handling your valuable customer interactions, you need a partner that can provide a wide variety of blended and stand-alone solutions. Our ability to blend agent-based and automated solutions with fully integrated SmartSell® upsell technology, makes West the logical choice for all your direct marketing needs. As the only full-service solutions provider in the Direct Response industry, West Direct is uniquely positioned to help companies not only maximize the value of every customer interaction, but ultimately acquire more revenue.

Other West Does your current service provider offer:

- Best Practices on your campaigns based on over 20 years experience in the Direct Response market?
- Compliance with all FTC regulations and IVR patents?
- Integrated IVR and agent call processing?
- Spanish language capability?
- An intelligence-based third-party upsell program designed to increase revenue to clients?
- Automated IVR data collection designed to reduce costs, reduce bad records and improve speed of record delivery?
- Specialized agents trained exclusively on soft-offer products?
- Quick and efficient processing of high volume, hard-offer orders?
- Large IVR port capacity to handle significant call spikes?
- Advanced Speech Recognition as an IVR core product that significantly improves order conversion?
- To set-up head-to-head tests with competitors?
- Internet upsell programs that will increase revenue from your web site?
- Your product as an upsell?
- A blend of work-at-home agents with brick-and-mortar agents trained specifically on your product?



For more information about West Direct, call:

800-862-1000

or visit us at westdirect.com