



Real-Time Customer Service via Text Message

With mobile phone penetration in the United States nearing 90 percent* and those users sending more than 1.5 trillion text messages each year, SMS text messaging has clearly become a preferred form of communication. With mobile phone and text messaging adoption increasing year over year, it is crucial for customer service organizations to take advantage of the ease and convenience of SMS to improve their customer service offerings and reduce costs.

West Alerts and Notifications SMS Assistant is a cloud-based solution designed to leverage SMS text messaging in a contact center environment during an SMS chat session. This tool allows organizations to add text messaging as a customer service channel, so customers can interact with a live agent quickly and effectively.

Because West Alerts and Notifications SMS Assistant is a secure Web application, it requires no special platform or hardware. Users can be established at multiple levels for maximum security. The solution also archives SMS conversations and provides a search function for easy lookup.

Reduce Customer Service Costs

With West Alerts and Notifications SMS Assistant, organizations can implement an additional support channel at less cost than other channels. The solution reduces agent call time and increases efficiency in two significant ways: Agents can help more than one customer simultaneously via the user-friendly Web application, and agents can respond with a standard, prepared response if a customer texts a common or frequently asked question.

Furthermore, because the solution is a cloud-based solution, there is no impact to existing hardware or software, and the solution requires no investment in either.

Improve Customer Service and Convenience

Today's anytime, anywhere culture has raised the bar for customer service. Customers want to hear from companies quickly and have issues resolved rapidly — without sacrificing quality. West Alerts and Notifications SMS Assistant allows customers to communicate with a live agent in real time via SMS text messaging, so they can receive responses immediately:

- Offers rapid, real-time issue resolution while customers are on the go
- Delivers text messages to customers' phones discreetly and so they can save important information
- Eliminates agent hold time on the phone
- Provides comprehensive reporting
- Improves efficiency and maximizes agent time
- Streamlines customer communications

West Alerts and Notifications SMS Assistant Features

- Provides a cloud-based solution
- Encourages customer engagement
- Allows free-form text or prewritten responses
- Archives messages so agents can access customer conversation history
- Provides a search function for easy lookup
- Codes messages so agents instantly know how long a message has been in the queue
- Allows agents to put messages on hold while they research a solution
- Permits agents to return an SMS text to the queue for another agent
- Provides comprehensive reports, including summary and SMS text messages-by-agent reports

** ITU World Telecommunication/ICT Indicators Database*



Give Customers What They Want: Rapid Responses and Engagement

West Alerts and Notifications SMS Assistant brings SMS text messaging into the contact center as a manageable queue of work similar to other channels. The solution combines knowledge management capabilities with two-way communication so organizations can provide real-time service that will delight their customers. While most companies only deliver the text, West Alerts and Notifications SMS Assistant leverages the immediacy of your customer's availability to turn communication via text message into a true customer engagement experience.

The West Alerts and Notifications Advantage

West Alerts and Notifications, a subsidiary of West Corporation, is one of the nation's leading providers of automated notification solutions, helping companies acquire, care for, grow and retain customers by enabling frequent and relevant customer contact at a price point that is far superior to traditional contact methods. Our solutions deliver simultaneous real-time messages to millions of customers to their preferred channels, including phone, email, text messages, instant message or fax delivery. As a leading provider of technology-driven voice and data solutions, West has more than two decades of experience delivering solutions that have transformed yesterday's call center into today's multichannel contact center.



For more information, call
877-369-1858
or visit us at westnotificationsgroup.com