



West Alerts and Notifications

Engage Your Customers With Text SMS

With more than 5 billion subscribers globally, mobile phone use has reached approximately 70 percent worldwide. When you consider that 80 percent of those subscribers send and receive SMS text messages, it becomes clear that SMS has become the communication tool of today.

West Alerts and Notifications is designed with you and your customers in mind, allowing you to encourage customer reaction, action and interaction via the method of communication they are comfortable with and have grown to prefer: SMS text message.

Your Messages ... On Your Customers' Terms

With West Alerts and Notifications, you can reach your customers anywhere, anytime, on their terms and in a less intrusive, more discreet way than with other forms of communication. SMS text messages are clear and concise, and because customers opt in to receive your messages, you're always reaching a captive audience.

Account alerts, marketing campaigns, distribution of current information and a variety of other notifications are just some of the ways your organization can use our SMS solution to communicate with customers.

Leading companies around the world are using West Alerts and Notifications to achieve the following benefits:

- ▶ Expand reach to new and existing customers
- ▶ Connect with a large audience quickly and easily
- ▶ Enhance customer relationships with clear, discrete and concise messages
- ▶ Offer customers an easy-to-use, preferred form of communication
- ▶ Reduce operating expenses, such as agent, IVR and direct mail costs
- ▶ Implement modular applications for quick message deployment

The Solution You Need, the Company You Trust

As an industry-leading communications and customer relationship management solutions innovator, West has more than 20 years of experience and expertise developing and implementing solutions that streamline operations and reduce costs. West Alerts and Notifications provides your organization with domestic or international service and can be customized to integrate with your existing IVR system, databases, websites and more. The solution offers both one-way and two-way communication, with standard-rate, premium-rate or free-to-end-user (FTEU) messaging capabilities.

The West Advantage

With more than two decades of experience and expertise, West provides innovative customer service and care solutions. West Alerts and Notifications offers the following advantages over other SMS solutions:

- ▶ Enables one-way and two-way interactions
- ▶ Offers an integrated inbound and outbound contact strategy
- ▶ Supports standard-rate, premium-rate and FTEU messaging
- ▶ Supports domestic and international messages
- ▶ Allows opt-in/opt-out database management for compliant communications
- ▶ Integrates with your contact strategies
- ▶ Offers a highly scalable and redundant SMS platform to ensure business growth and continuity



**West Alerts
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For more information contact us at:

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