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West Launches Campaign Central for Targeted Notifications Campaigns

The solution enables real-time creation, customization and monitoring of alerts and notifications sent via voice, e-mail, SMS text or fax.

(Omaha, Neb., March 16, 2011) — West Corporation, a leading provider of technology-driven, voice and data solutions, today announced the launch of Campaign Central, a new component of its Alerts and Notifications customer contact solutions. Campaign Central is a Web-based tool that allows users to create, launch and manage their own outbound notifications to their customers via voice, SMS text message, e-mail or fax.

For most companies, launching an outbound campaign can take weeks to deploy. Through Campaign Central's Web interface, clients can easily take control of their customer contact solutions without the additional costs that are usually associated with professional services fees. Users can also connect with their customers right from the desktop, designing or recording their own messages and deploying them instantly via today's most effective and preferred methods of communication. Real-time campaign reports and statistics allow tracking of each campaign's progress so users can measure results and make immediate adjustments to meet business objectives and create meaningful customer interactions.

Campaign Central reduces operating costs and expenses compared to other means of customer contact solutions without the need for additional hardware, engineering support or application setup. In addition, Campaign Central offers auto throttling of outbound voice calls, which helps to streamline contact centers, maximize agent time and increase customer contact rates by connecting customers to agents with minimal queue times.

“This innovative solution greatly improves how businesses interact with their customers. Campaign Central offers tremendous benefits to businesses, from quicker communication to simplifying multichannel outbound strategies, reducing costs and improving efficiency,” said Jennie Hanson, executive vice president of West Alerts and Notifications. “We’re excited about the advancements and opportunities that this solution, combined with West’s experience and expertise, will bring our current and prospective clients.”

About West Corporation

As a leading provider of technology-driven, voice and data solutions, West Corporation offers a broad range of communications and network infrastructure solutions that help organizations manage or support critical communications. Our customer contact solutions and conferencing services are designed to improve our clients’ cost structure and provide reliable, high-quality services. West also provides mission-critical services, such as public safety and emergency communications.

Founded in 1986 and headquartered in Omaha, Neb., West serves Fortune 1000 companies and other clients in a variety of industries, including telecommunications, banking, retail, financial, technology and healthcare. West has sales and operations in the United States, Canada, Europe, the Middle East, Asia-Pacific and Latin America. For more information about West Corporation, please call 1-800-841-9000 or visit www.west.com.

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