



West Corporation

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**WEST'S SOUNDECISION BOASTS INDUSTRY-LEADING ACCURACY
IN ANSWERING MACHINE DETECTION RATES**

OMAHA, Neb., July 14 2010 – West Notifications Group, a subsidiary of West Corporation, today announced the launch of SOUNDECISIONSM, an answering machine detection (AMD) solution that offers up to a 97% success rate in identifying answering machine or voicemail systems. This new feature surpasses industry standards for live voice vs. answering machine detection and allows for more precise decision making with every connected outbound notification call.

SOUNDECISION'SSM level of accuracy gives users the ability to better determine whether leaving a message adheres to business goals, as well as which message to convey – all within the first critical seconds of a connected call. With calls answered by a live person averaging a shorter connect time than calls answered by voicemail or answering machines, SOUNDECISIONSM weighs the cost benefit of each call to positively impact a campaign's contact rate, expense control, dialing strategies and reporting accuracy. Clients can continuously refine detection parameters related to criteria such as voicemail greetings, background noise and carrier telephony differences.

"SOUNDECISIONSM sets a new standard in successful detection rates and underscores West's ability to help clients implement more successful notification communications," said Jennie Hanson, senior vice president, Alerts and Notifications at West Corp. "SOUNDECISIONSM arms our clients with the power to personalize and fine-tune their communication campaigns, improve the customer experience and reduce their customer contact costs."

Meeting challenges of AMD technology

SOUNDECISIONSM uses various digital signal processing techniques to overcome some of the issues that affect other AMD systems:

- Audio levels: SOUNDECISIONSM employs a fast-response algorithm to ensure the dialed party's audio level is loud enough for proper detection. Audio levels of the dialed party can be affected by factors such as the speaker talking at a low volume, defective telephony equipment or conversations on the Interactive Voice Response (IVR) system.
- Answer supervision delays: Given carrier-level delays in answer supervision, it is possible to miss a human greeting. SOUNDECISIONSM handles delayed answer supervision allowing for a redirection to the message designated for answering machines when needed.
- Background noise: SOUNDECISIONSM is able to recognize the magnitude of the primary speaker, preventing the amplification of background noise.
- Line noise: SOUNDECISION'SSM automatic control aids in handling line noise. Unlike background noise from a live environment, line noise would be a hum or white noise introduced into the audio stream.

All aspects of SOUNDECISION'SSM design are focused on improving AMD success rates and reliability. Unlike other AMD solutions that grew out of call center AMD needs, every detail of SOUNDECISION'SSM development is specifically catered towards the notifications environment.

About West Notifications Group

West Notifications Group is one of the nation's leading providers of automated alerts and notification solutions. Our customized solutions give companies the power to easily deliver real-time, personalized one or two way messages to millions of customers through their channel of choice, including phone, email, SMS, web or fax delivery. Leading Fortune 1000 clients rely on West Notifications Group to help them reduce their customer contact costs, enhance their customer communication strategies, complement their existing marketing programs and provide solutions that will allow them to acquire, care for and retain more of their customers. For more information, please visit www.westnotificationsgroup.com.

About West Corporation

West Corporation is a leading provider of technology-driven, voice-oriented solutions. West offers its clients a broad range of communications and infrastructure management solutions that help them manage or support critical communications. West's customer contact solutions and conferencing services are designed to improve its 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, Nebraska, 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 on West Corporation, please call 1-800-841-9000 or visit www.west.com.

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