



West at Home West at Home West at Home We

West at Home[®]

Customer Contact Solutions



Why Choose Home Agents?

Now, more than ever, many of the largest and most recognized brands in the world have turned to the proven benefits of home agents. These agents help them provide a higher level of care to their customers, improve staffing flexibility and drive greater results. As the leading provider of home-based agent solutions, West at Home is uniquely positioned to help your company capitalize on this growing trend.





Why Choose West at Home?

West at Home provides your company with better educated agents, who deliver higher quality, unmatched service and professionalism. By combining these highly skilled people with our cutting-edge technology, effective training methods, extensive agent management tools and quality monitoring systems, we can help your company deliver a superior customer experience. Here are just a few of the advantages of West at Home:

Flexible and Scalable Staffing

100% increase in the ability to flex staffing up or down to meet changing call patterns. West at Home is a highly scalable solution with thousands of agents at your disposal who can be scheduled in half-hour segments. This level of flexibility allows us to deliver the optimum number of agents only when you need them helping you maximize call handling and minimize idle agent costs.

Higher Quality Agents

80% of West at Home agents have some form of college education compared to only 34% in call centers. On average, these higher quality agents help increase sales conversions by 15% and provide a 10% increase in quality against Key Performance Indicators.

Superior Data Security

24 points of security at the network, desktop and agent levels create a highly secure environment for our clients. From background checks to PCI compliance and a locked-down desktop, our security measures help give you peace of mind that your valuable customer data is safe.

Reduced Costs and Improved Productivity

10-15% average reduction in cost per call utilizing home-based agents versus traditional call center agents. Because our agents are highly educated and motivated, we have also experienced a 10% increase in agent production versus traditional call center agents.

West at Home

Delivering the service your customers demand a



The West at Home Difference

As one of the pioneers and leading providers of home-based agents, we have developed unique processes, tools and technology that separate West at Home from all other home agent solutions. We employ these key differentiators throughout our home agent program.



Hiring the Ideal Home Agent

At the heart of every West at Home program we develop are the extraordinary employees we are able to recruit and hire from around the country. Every week we receive thousands of applications.

We then utilize advanced application and profiling tools, including background checks, to focus on candidates with specific skill sets, brand affinity and experience. Not only does this give us the ability to hire only the best of the best for your specific needs, but it allows us to accelerate the hiring process to get your program up and running as quickly as possible.

- Employee-based model
- 100% virtual recruiting and hiring
- Profile automation
- Skills-based hiring



Training for Success

West at Home's comprehensive training processes give our agents a thorough understanding of your products or services, helping to protect your brand and allowing our home agents to perform

at the highest levels. Our state-of-the-art virtual training capabilities remove geographical constraints and allow us to train more agents simultaneously, leading to a 40% reduction in training times. West at Home's dedicated team of training experts have over 15 years experience in the design and development of virtual or computer-based training. Our processes help produce agent quality scores that are equal to or better than traditional brick-and-mortar training methods.

- Computer-based training or classroom hybrid
- Dedicated internal training development team
- Reduced training times lead to accelerated program ramps
- Learning Content Management System



Scheduling to Achieve Peak Efficiency

West at Home's robust online workforce management system, Spectrum®, helps us deliver a high level of scheduling flexibility to meet

unexpected staffing needs. We empower our home-based agents with the ability to easily create a customized schedule that fits their needs, lifestyle and skill sets. This flexibility creates a more satisfied worker, resulting in increased performance and lower attrition rates.

- Spectrum Workforce Management System
- Agent empowered scheduling
- Scheduling available in half-hour segments
- Lower attrition rates



Delivering Operational Excellence

Monitoring, measuring and managing a large pool of home-based agents is no trivial task. Our dedicated, experienced and consultative team makes sure your program operates at peak

efficiency, while real-time, multi-channel communication helps deliver important program information to our agents. We employ Performance Assessment Liaisons who provide remote support to our home agents for all issues including performance assessments and agent coaching. To help you manage your program, we give you secure access to online reporting that puts critical information at your fingertips. From a global perspective to granular detail, we give you the actionable and real-time data you need to make educated and timely decisions.

- 8-to-1 Performance Assessment Liaison (Supervisor) to agent ratio
- Call/Data recording and real-time Voice-of-the-Customer surveys
- Multi-channel and real-time agent communications
- V-Portal and Data Mart Performance Reporting

and the results your business needs.

A Focus on Quality

West at Home consistently delivers a high level of service to your customers. While much of our success is due to the higher caliber agents we choose as employees, we also utilize the tools necessary to ensure that we meet or exceed your quality goals. Call/data information is recorded and end-of-shift feedback is utilized to help coach agents and reinforce key points. We also conduct real-time Voice-of-the-Customer surveys to help drive first call resolution and increase customer satisfaction.



A Flexible and Scalable Infrastructure

When every contact counts, technology and infrastructure can have a major impact on the success of your home agent program. We start with the industry's most reliable platform to

simultaneously direct voice, data and desktop applications to any remote location. We then utilize skills and performance-based routing to ensure that every call will be answered by the most qualified agent. The West at Home team is constantly working to keep our platform on the cutting-edge. In fact, we have developed 14 separate patent-pending technologies that help us deliver unparalleled results for your company.

- Flexible routing technology with multiple ACD options
- Skills-based routing
- 14 patents pending
- Industry-leading uptime



Keeping Your Valuable Customer Data Safe

From the agents we hire and the tools they use, to our network infrastructure, West at Home's security measures provide you with peace of mind that your valuable customer data is safe. Data security starts

with our agents and our screening processes to ensure that only those individuals with the highest levels of integrity are hired. Every West at Home agent operates in our patent-pending Locked-Down Desktop Security Environment. We also utilize one of the most stringent authentication processes to prevent unauthorized individuals from accessing critical client data. We work closely with our partners to customize unique security procedures and comply with industry security and privacy standards, such as the Payment Card Industry Data Security Standard (PCI-DSS), the Health Insurance Portability and Accountability Act (HIPAA) and Sarbanes-Oxley (SOX).

- 24 points of security
- Single sign-on
- Stringent agent authentication processes
- PCI, HIPAA and SOX compliant

For more information about West at Home call:

800-841-9000

or visit westathome.com



Move Beyond the Ordinary with West at Home

West at Home is an award-winning service from West Corporation, the nation's leading provider of outsourced communication solutions. Every home agent program is customized from the ground up by working closely with our clients to determine the optimum solution to meet their specific needs. We then leverage our twenty-plus years of customer contact experience and operational expertise to help companies unleash the power of home-based agents – helping them go beyond the ordinary to deliver extraordinary care and unparalleled results.



To learn more about West at Home call
800-841-9000 or visit us at westathome.com