



Preference Management

Improve Loyalty by Giving Customers Control of the Communications They Receive

When you contact your customers, are you interrupting them with an unwanted call, or are they eager to receive your important message because it's a valuable service they requested? Communications based on customer preferences are not only welcome, but they can also generate increased revenue, improve customer satisfaction and drive long-term brand loyalty.

Customers want to choose the communications they receive, whether flight status notifications, prescription refill reminders or banking alerts. Some prefer a phone call, while others prefer a personal e-mail or an SMS text message to a mobile device. Letting customers decide what information is relevant to them and delivering it at the right time and through their preferred channels is the key to developing long and successful customer relationships.

The West Alerts and Notifications Preference Management solution places customers in control of their communications. Every customer engagement provides an opportunity to promote a customer's importance and value while enhancing their overall experience with your organization.

Deliver the Right Messages to the Right Person at the Right Time via the Right Channel

West Alerts and Notifications Preference Management combines state-of-the-art technology with custom-designed applications that allow customers to drive communication delivery to their channel of choice or delegate information to another person, such as an assistant or spouse. Using a Web-based user interface, customers can opt in to receive ongoing notifications they find meaningful and relevant, ensuring a high level of visibility.

Allow Customers to Manage Their Preferences in Four Easy Steps

West Alerts and Notifications Preference Management is an integrated solution that facilitates user preference management and real-time, event-based communications. In just four steps, your customers are on their way to receiving the messages they want, the way they want:

1. Customers define multiple contact points, such as home or mobile phone number, e-mail address, fax number or even a family member's information.
2. Customers subscribe to your communications by assigning a contact point to that event. For example, they may elect to receive renewal reminders, payment alerts, order status notifications, and flight delays or cancellations.

Personalized Communications Enhance the Customer Experience

- Preference management puts customers in control of the communications they receive, ultimately improving overall satisfaction.
- West Alerts and Notifications technology meets customers' highest expectations, driving retention and loyalty.
- Proactive notifications communicate with customers using multiple channels to maximize the value of every interaction, at a lower cost than traditional methods.
- West's holistic approach to your organization's overall communications strategy provides consistent messaging that positively represents your brand.





3. Customers identify quiet times based on delivery methods and time zones to ensure that messages are sent only when they want to receive them.
4. West automatically delivers proactive notifications based on those customer preferences.

Fully Hosted and Managed Preference Management

With more than 25 years of experience, West is the industry expert when it comes to hosting and managing communications solutions. The West Alerts and Notifications Preference Management solution offers the following advantages that help organizations improve customer service, loyalty and retention:

- **User Preferences:** The sophisticated user preference management system enables customers to opt in and designate their preferred delivery channels and quiet times.
- **Secure Inbox:** West provides an optional inbox where customers can view and act on their messages.
- **Multichannel Support:** West's platform determines which message to send to the customer's preferred channel — voice to landline or mobile device, email SMS text or fax — by applying business rules in order to execute campaigns.

The screenshots show the 'My Account' section of the West Corporation website. The top screenshot displays 'Contact Points' with a list of devices (Home Phone, Work Phone, Mobile Phone, Home Email, Fax, Text Device) and a 'Time Zone' dropdown. The middle screenshot shows 'Delivery Options' with checkboxes for 'Home Email', 'Work Phone', 'Mobile Phone', 'Add Contact Point', and 'Fax'. The bottom screenshot shows a 'Secure Inbox' with a table of messages including 'Payment Confirmation', 'Payment Reminder', 'Order Shipped', and 'Order Delivered', each with a 'Mark as Read' button.

The West Alerts and Notifications Advantage

West Alerts and Notifications 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.

Located in Omaha, Neb., West Alerts and Notifications is a subsidiary of West Corporation, a leading provider of technology-driven voice and data solutions. For more information, contact us at 877-369-1858 or visit www.westnotificationsgroup.com.



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