



SOUNDECISIONSM

The Highest Rate of Accuracy for Outbound Notification Calls

Automatic dialers save time and money, but they aren't without their own inherent flaws. Answering machines, for example, pose a challenge to dialers: Transfer an answering machine to an agent, and valuable agent time is wasted. But an even greater risk is hanging up on a live person who answered the call if incorrectly detected as an answering machine.

The solution is proprietary answering machine detection (AMD) that recognizes whether a call is answered by a live person or an automated voice, (answering machine or voice mail). By analyzing patterns such as pauses, tone of voice and length of message, an AMD solution can greatly improve use of agent time, adhere to business rules and reduce customer contact costs.

SOUNDECISIONSM from West Alerts and Notifications is a proprietary AMD solution that offers a success rate of up to 97 percent in accurately identifying answering machines and voice mail systems. This solution surpasses industry standards for live voice versus answering machine detection and allows more precise decision-making with every connected outbound notification call.

Improve Call Contact Rate

SOUNDECISION's level of accuracy enables users 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 voice mail or answering machines, SOUNDECISION weighs the cost benefit of each call to improve a campaign's contact rate, expense control, dialing strategies and reporting accuracy.

Improve Customer Service While Reducing Customer Contact Costs

SOUNDECISIONSM sets a new standard for successful detection rates and underscores West's ability to help clients implement more successful notification communications. The solution arms users with the power to personalize and fine-tune their communication campaigns, improve the customer experience and reduce customer contact costs.

The SOUNDECISION Advantage

All aspects of SOUNDECISION's design focus on improving AMD success rates and reliability. Unlike other AMD solutions that grew out of call center AMD needs, every detail of SOUNDECISION's development is specifically developed for the notifications environment.

A Better AMD Solution

- Ensures that the dialed party's audio level is loud enough for proper detection
- Offers a success rate of up to 97 percent
- Allows redirection to the message designated for answering machines
- Prevents the amplification of background noise
- Improves a campaign's contact rate, expense control, dialing strategies and reporting accuracy
- Enables users to personalize and fine-tune their communication campaigns, improve the customer experience and reduce customer contact costs



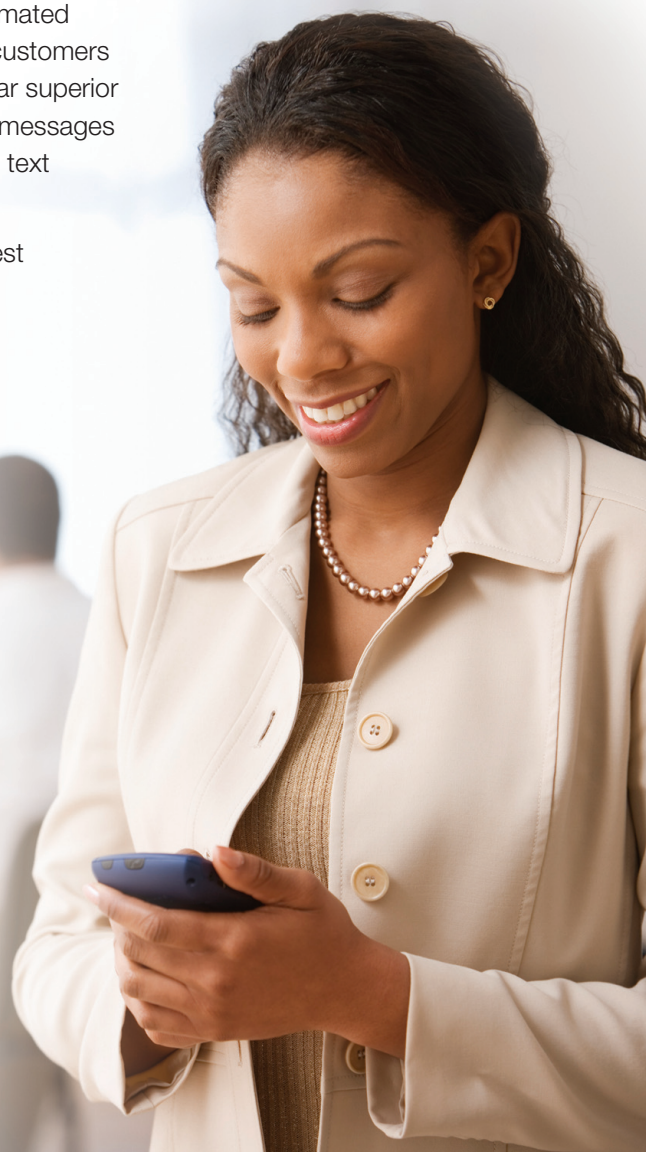
SOUNDECISION uses various digital signal processing techniques to overcome problems that users experience with other AMD systems:

- **Audio levels:** SOUNDECISION employs a fast-response algorithm to ensure that the dialed party's audio level is loud enough for proper detection. The dialed party's audio levels can be affected by factors such as a 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. SOUNDECISION handles delayed answer supervision by allowing for a redirection to the message designated for answering machines when needed.
- **Background noise:** SOUNDECISION recognizes the magnitude of the primary speaker, preventing the amplification of background noise.
- **Line noise:** SOUNDECISION's automatic control assists in handling line noise. Unlike background noise from a live environment, line noise includes a hum or white noise introduced into the audio stream.

The Solution You Need, the Partner You Trust

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 via their preferred channels, including phone, email, text messages, instant message or fax.

Located in Omaha, Neb., West Alerts and Notifications is a subsidiary of West Corporation, a leading provider of technology-driven voice data solutions.



For more information, call
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