Multi-channel customer communication; a look at the role of “mobile”

Bruce Pollock, Vice President
Who We Are

- Leading provider of technology-driven communication services

What We Do

- Manage and process large-scale, complex, mission-critical transactions to help our clients communicate effectively and efficiently

Our Business Segments

- Unified Communications
- Communication Services

Why We Win

- Technological innovation
- Expertise and best practices
- Best-in-class cost structure
West Corporation

Unified Communications

Conferencing & Collaboration Services
- On-Demand and Web Conferencing tools
- Video services

Event Services
- Audio and video webcasting
- Virtual Event – Online communities
- Operator-assisted audio conferencing

IP Based UC Solutions
- Hosted IP-PBX and enterprise call management
- Hosted and managed MPLS network
- Partner solution portfolio
- Cloud-based security services
- Professional services and system integration

Alerts & Notifications Services
- Automated voice notifications
- SMS/email alerts and notifications
- Social media messaging
- Multichannel preference management and campaign management
- Web and customer portal management

Communication Services

Automated Call Processing
- Automated customer service
  - IVR & Natural Language solutions
  - Voice and data network management solutions

Agent-Based Services
- Customer care and acquisition
- Account and Receivable's management services
- Overpayment identification and recovery/collections services

Emergency Communications
- 911 Network systems and services
- Fully integrated with network routing
- Integrated graphical interface

Telephony / Interconnect Services
- Toll-free origination
- Termination services
- Tandem transit

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Mobile customer experiences are evolving
Voice and non-voice applications each have an important role

- 50+ percent of American adults are smartphone owners; many use their devices for both commerce and service

- Mobile apps are just one part of a mobile customer experience
  - Mobile messaging e.g. SMS, etc., remains an important cornerstone
  - Click to call, video, mobile web, social, etc., are additional, complementary components of the mobile experience
  - Customer-centric use cases are key to achieving success

- Channel silos prevail, yet the walls are coming down (slowly)
  - Things are getting easier for consumers; tougher for enterprises
  - Technology and “human” integrations (communication/change management) present challenges yet are necessary for success

- Non-voice apps are growing, yet voice remains “King” for now, particularly for problem-solving scenarios
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SMS is playing a key role in the evolution of the mobilized customer experience

*Two-way engagement* is growing and improving the customer experience

~95%

Of mobile users have used SMS to connect with brands

Informational
- Limits the customer’s ability to connect and the company’s ability to serve.

Transactional
- Customers respond to texts and receive relevant responses and actionable content, improving the experience.

Conversational Engagement
- Customers engage with contact center agents and natural language virtual agents in SMS chats.

*A plethora of use cases...*

$ Payment Reminders

SHOP NOW Coupons & Promotions

Placing Orders

Customer Service

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One-Way SMS | National Retail Pharmacy

Challenge: Expand the Channels Offered to Patients When Receiving Order Ready Notifications

**Strong SMS Adoption**

250k to 10 Million

Next Steps:  SMS and 2-Way SMS:

*From 2012 to 2013*

Successfully converted 250,000 patients from voice to SMS and further increased adoption of the SMS channel to over 10,000,000 patients.

Revenue generated via this program topped $71M in 2013.

**Step 1: Setting Benchmarks**

Three Month Pilot:

3.26% Growth

**Step 2: Setting Goals**

Four Years of Growth:

7-17.5% Growth

**Step 3: Achieving Goals and Setting the Bar**

Our Projections for Future Adoption:

20% YOY

**Refill Rate Growth**

- 2013 – 17.5%
- 2012 – 14%
- 2011 – 9%
- 2009 – 2010 – 7%
Two-way SMS | Satellite-Based Services
Challenge: Many Customers Couldn’t Order Pay-Per-View via Their SetTop Box

Pay-Per-View Orders via SMS

- Reached an untapped demographic through two-way SMS by allowing customers to order Pay-Per-View on their mobile devices
- 200,000 SMS Orders in 2011
- 5+ Million SMS Orders in 2012
- 7+ Million SMS orders in 2013

More PPV orders on a “net” basis

- SMS PPV orders have surpassed web PPV orders
  - “Non-connected” customers have made SMS the number one Pay-Per-View ordering method.

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SMS Assistant | Financial Services Provider
Challenge: Provide Convenient White-Glove Concierge Service to Card Members on a Mobile Device

SMS Supported Concierge
Pilot Stats: Summer, 2013

“Texting is much easier than calling... Big kudos for simplifying a signature service!”
– Card Member

85%
Of SMS Assistant users rate the service excellent

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<th>Dining</th>
<th>Flowers</th>
<th>Travel</th>
<th>Custom</th>
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<tr>
<td>61%</td>
<td>1.6%</td>
<td>3.8%</td>
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Card Member Experience

70%
Of card members would highly recommend the service to a friend

48%
Of users prefer SMS Assistant as their primary channel for concierge services

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Concluding Remarks

• Mobile customer contact is evolving
  – Non-voice applications can be potent additions to your customer communication strategy
  – Getting the right mix of voice and non-voice interactions is critical to achieving a great customer experience

• Integrating mobile with other channels/applications is important to achieving successful customer engagement
  – Context and analytics are integral to success

• Put customer needs first (rather than technology) – they’ll thank you for it!