interactivecommunication

LEADING PROVIDER OF
INTERACTIVE COMMUNICATION SERVICES

WESSAN
INTERACTIVE
The Strength of Experience

Benefits of Wessan Interactive

- 37 years of proven experience

- Quick implementation & deployment

- No hardware or software costs

- Detailed real-time reporting

- Superior customer service

- Reduced customer contact costs

- 99.9% up-time / availability

The Strength

Lower Costs and Improve Customer Satisfaction

Wessan Interactive is a leading provider of Interactive Voice Response (IVR) and web-related services for some of the most recognized companies in the nation. Our cost-effective, customized solutions are quickly implemented to generate immediate results and improve the market share of your business.

What We Do

Wessan offers a full suite of services including:

Absentee Services
Web Development & Hosting
Text/MMS Messaging
Interactive Voice Response
IVR/WEB Solutions
Professional Services

Voice Talent & Studio Production
Transcription
Fulfillment
Real-time Reporting
Data Management

FOR OVER 37 YEARS, Wessan has been customizing

solutions for a wide variety of industries. We have created thousands of applications, developed hundreds of websites, transcribed millions of hours of data, stayed ahead of emerging technology and processed tens of millions of IVR calls, web hits and text messages.

WHO WE SERVE

Operating throughout North America, our clients range from Fortune 500 companies to small businesses across a variety of industries. The strength of our service is in our ability to communicate with and serve any marketplace — quickly, professionally and cost-effectively.

REDUCE COSTS

A Wessan IVR solution costs 30-50% less than using a "live" operator, it can handle a substantially greater call volume and can collect and communicate massive amounts of information in a very short period of time — this translates to big savings improving your company's bottom line.

CUSTOMER SATISFACTION

With our IVR, the message is professional and consistent on every call alleviating any possibility of callers experiencing a "bad agent day." Plus with our IVR/Web solutions, we can further enhance the user's overall experience.
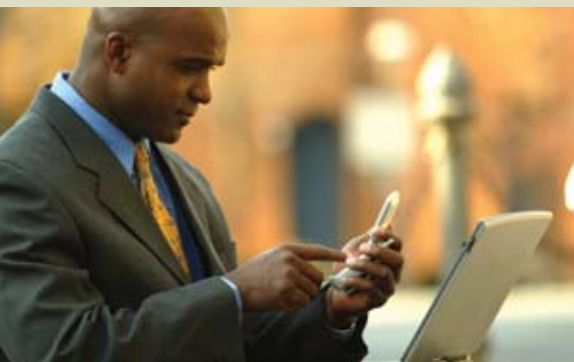
innovative.

# of Experience.

COMPREHENSIVE SERVICES

Wessan offers a comprehensive line of services including:

Web Development & Hosting

Wessan provides custom website development, as well as on-premise site hosting, using our secure, fault-tolerant server environment. Our staff is highly experienced and proficient in the most popular and commonly used web programming languages ensuring that your site will function at optimum performance. With our redundant, large bandwidth internet connection, we offer both uninterrupted service (99.9% uptime) and sufficient capacity for maximum public access to any site.

and then closely monitor the performance throughout the duration of your campaign.

- Lead Generation
- Information Requests
- Consumer Promotions
- Surveys & Market Research
- Sweepstakes & Contests
- Call Routing
… and much more

Text Messaging

With our Text Messaging/Mobile Marketing, Wessan allows you to quickly and cost-effectively interact with your target audience no matter where they are located — by sending a text message from a phone or broadcasting a notification from a web application.

- Text Voting
- Sweepstakes & Contests
- Quizzes & Games
- Product & Service Information
- Lead Generation
… and much more

IVR/Web Solutions

With a custom-designed IVR/Web solution, your respondents can participate in contests, enter sweepstakes, request information and much more — via the web OR the phone.

Regardless of the source, this application collects, disseminates, manages and merges the data into a single collaborative database. Not only will you experience very favorable response rates due to a high participation of your program

but you will also have access to all of your response data in one location.

- Database & System Integration
- Comprehensive site activity reporting

Interactive Voice Response (IVR)

A Wessan IVR solution captures responses via the phone, accepts input by speech or touch-tone and responds to that input with an appropriate reply. If required, callers can have the option of being routed to a phone, text, fax, email or even to a "live" operator. Each IVR application is custom designed to your specifications or objectives. We write the script, provide the programming, hire the voice talent, record the messages, install the toll-free numbers, implement the program

- Website Design & Production
- Graphic User Interface Design
- Programming & Implementation
- Hand-held Device Integration
- Online Database
- Portal Development
- E-commerce/Secure Transactions
… and much more

PROFESSIONAL SERVICES

Wessan provides an array of professional services designed to support your entire project.

Voice Talent & Studio Production

At Wessan, our team of professionals will work closely with you to design a studio-quality production for your interactive communications program.

- Script Writing
- Hiring Voice Talent
- Usability Testing
- Professional Studio Recording
- Translation in many Languages, Accents and Dialects

Transcription

Wessan transcribes voice information in several languages and provides real-time address error correction using our WebTrans © Data Entry System, USPS verification and CASS™ certification. The end result provides one of the highest levels of transcribing accuracy in the industry.

All transcribed data is compiled into your preferred database format and delivered electronically via the web using a secure FTP, email or any other method you choose.

Fulfillment

If your project involves back-end fulfillment, we can quickly and cost-effectively fulfill any required material during any phase of your project.

- Customized Assembly
- Pick & Pack
- Inventory Management
- Kit Assembly
- Mail Assembly & Processing

Real-time Reporting

At Wessan, we track IVR and web program activity, in real-time and build customized, secure, web accessible reports — whenever you need them. You get real-time access to both current and historical call detail information including date and time, caller ID, IVR responses, department/agent the call was transferred to, talk time and more. In fact, your reports can include any tracking details you prefer — no matter how complex the project.

Data Management

At Wessan, we understand the importance of managing your data in a secure, accurate manner. Our staff, who are highly experienced with every popular database format, can develop specific data architectures, practices and procedures and then execute those practices on a regular basis.

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To learn more about Wessan Interactive,
call 800-468-7800 or
visit us at wessan.com