

Westpark Communications

Westpark Communications Stays Ahead of Clients' Needs

Kathie Edwards wants to keep Westpark Communications a step ahead of her clients' needs.

"We have to stay ahead of the curve," insists Westpark's owner and chief executive officer. "When a client says 'I want this to happen,' my response is always 'With our people and technology, we can make it happen. That's what we do.'"

Westpark Communications is a 24-hour customer service call center headquartered in Houston. Edwards' can-do approach is reflected in everything the company does. Its 50-person staff is flexible enough to offer custom solutions for clients: employees can answer calls with customized scripts, access the client's systems and update data in real time, conduct phone surveys and deliver targeted messages via e-mail, SMS and other technologies. At the same time, they can also provide simple answering service solutions.

"We have more than 43 years of experience delivering exceptional, professional customer service," says Edwards, who joined the company in 1992 and purchased it in 2007. She emphasizes the importance of technology. "Our staff includes programmers who can interface with clients' websites and internal systems so we can be an extension of a client's internal staff. Or, we can be its outsourced provider of customer service."



Westpark's clientele represents a variety of industries, and ranges in size from individual entrepreneurs to Fortune 500 companies. Edwards' company presents a professional, customized image on behalf of each client. For example:

- For law firms and attorneys, Westpark manages intake screening, answers basic questions, follows up with outbound calls and directs client surveys, in addition to answering overflow and after-hours calls.

- For retail energy providers, Westpark processes enrollment, handles billing inquiries and payment processing, minimizes complaint escalation, answers common questions and administers customer surveys.

Edwards has a continuous quality improvement program for service and professionalism that clients have come to appreciate and respect. This program is part of the reputation that continues to drive new referrals to Westpark.

Now, with two call centers in Westchase and a third opening in North Houston in August, Edwards says her company "continues to be there for our clients, with quality staffing when they need it."

Although Edwards is active in Houston business circles, Westpark's operations are not limited to the city or the state. "We'd like prospective clients to understand they can use our services anywhere in the world," Edwards says. And they do not have to worry about hurricanes that strike Texas, she points out. Westpark's mission-critical systems are located 100 miles inland, in a Tier IV data center designed to meet the industry's highest security and uptime requirements backed by a 100 percent service level agreement.

As Westpark grows, Edwards continues to focus on delivering her customer-centric brand of world-class quality services.

"Working closely with our clients," Edwards explains, "we develop processes that meet their needs. With our technology and exceptional staff, we can provide a script-based or automated system to collect and/or share information as required."

And if a customer comes up with his or her own idea? "We make it happen," she says. "That's what we do."



Kathie Edwards

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— Kathie Edwards
Owner and CEO

WESTPARK
COMMUNICATIONS

All the right answersSM

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