

SUCCESS STORY

Contact Centres Australia

Contact Centres Australia is a Sydney-based service bureau that specialises in market research, customer service, fundraising, and telemarketing applications, managing programmes on behalf of clients such as Rural Fire Service, The Spastic Centre and Oncology Australia. The company began as a small, 12-seat bureau, and has expanded the system to 180 stations across multiple sites. As an outsourced service provider, CCA relies on its contact centre technology to help promote a competitive advantage in the marketplace.

"We were looking for a contact centre technology solution to help us compete as a start-up provider," says Sue Crabbe, Director. "We had a few key needs for our technology. We wanted a system that would streamline our activities and create efficiencies, ensuring that our business is at the forefront of the industry." CCA selected Noble Systems as its technology partner. Crabbe states, "The *Noble*® *Solution* appealed to us because of its ease of integration. And, the system has a great deal of flexibility for customisations that will help us serve our clients' needs."

CCA is using the Noble platform to manage its outbound customer contacts. The powerful *predictive dialler* offers extensive functionality for outbound programmes. The system utilises a sophisticated algorithm that allows users to choose from a variety of call pacing methods. Pacing can be set on a campaign-by-campaign basis to meet the goals for each individual application. Integration with the built-in database, or with external programmes, is done immediately, maintaining all system information and customer records with up-to-the-second accuracy. The integrated *Noble Recorder* allows the centre to record all calls, select calls, or portions of calls, as required by any given programme, and to quickly recall the recordings for review. The system also supports outbound *voice messaging* and *SMS*.

The Noble Management Suite gives CCA the tools they need to dynamically control all aspects of their programmes, from building custom agent desktops and workflows with *Noble Composer* to assigning agents and managing resources and creating real-time, on-screen reports with the *Noble Maestro* manager portal. *Noble Harmony* provides mobile management with a web-based interface. The entire system is designed to make it easy to manage contact centre activities, minimise downtime, increase connect rates, and maximise agent productivity.

An example of the system's ease-of-use is the *Interactive Voice Response (IVR)* toolset. "Our favourite feature of the Noble suite is the IVR generation programme," explains Crabbe. "From start to finish, a complex IVR script can be built and deployed within a few hours. The flow diagrams are very easy to read, so that even non-technical people can understand how to create a new map."

Noble Systems provided a comprehensive system training plan for CCA, which included one week of intensive training at its corporate site. Crabbe describes the training as a very positive experience: "I learned enough in that time to develop and deploy the most complicated of campaigns. The focused training with individual attention was very beneficial, and I was able to learn at my own pace."

Summary:

Serving market research and fundraising needs, Contact Centres Australia is a growing service provider of quality outbound teleservices. The contact centre solution from Noble Systems keeps CCA at the forefront of customer contact technology, and is helping the bureau reduce agent turnover and increase efficiency.

Industry | Consumer Products

Applications | Market Research, Fundraising, Customer Service & Telemarketing

Solutions | Outbound Predictive Dialling, Custom Script Building, Call Recording, Integrated Voice Response (IVR), SMS, On-site and Remote Agent Monitoring, Real-Time Reporting, VoIP

Stations | 180+ in multiple sites

CCA is also enjoying the system's scalability, which makes it easy to increase capacity without replacing the equipment. Crabbe says, "We have been able to scale all of our efforts using the same product. We started with a small call centre of 12 people, and now have increased to 180 stations in multiple centers – all using the same suite of software. Noble's flexible SIPhony architecture has allowed us to expand while taking advantage of VoIP benefits."

"The use of the Noble predictive dialler has been nothing less than revolutionary for us," observes Crabbe. Since implementing the Noble solution, CCA has seen a number of benefits, including improved agent productivity and reduced turnover. "Our agents always have a minimum wait time between calls (at all times of the day)," Crabbe continues, "and we don't have to worry about answering machines, disconnects, etc., as there is always someone on the other end of the phone. This aspect in itself has had several effects. For example, our agents have a more pleasant experience coming to work. As a result our agent retention is way above industry average."

"The financial benefits are obvious. With Noble Systems' contact centre platform, the efficiency improvements are tremendous," concludes Crabbe. "We have achieved a 50% gain in agent talk-time per hour. This has translated to a significant improvement in our bottom line."

" The use of the Noble predictive dialler has been nothing less than revolutionary for us. Our agents are happier, and our retention rate is above the industry average. The financial benefits are obvious – we have achieved a 50% gain in agent talk-time per hour. This has translated to a significant improvement in our bottom line. "

Sue Crabbe
Director

ABOUT NOBLE SYSTEMS CORPORATION

Noble Systems Corporation is a global leader in the customer communications industry, providing innovative solutions for Unified Communications, Business Process Management and Analytics. Tens of thousands of agents at 4,000+ client installations worldwide use Noble platforms to manage millions of customer contacts each day. Noble offers a unified suite of multi-channel inbound, outbound and blended contact processing, strategy planning, and resource management tools for companies of all sizes. Our CPE, CaaS and innovative premise/cloud hybrid platforms include ACD, predictive dialling, blended processing, recording and monitoring, IVR, messaging, interaction analytics and workforce management. Call +61 02 8222 0500 or visit www.noblesystems.com.

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