

## American Academy of Art



The American Academy of Art has been educating professional artists in both the commercial and fine art fields since 1923. Beginning with a solid foundation of drawing and design, based on the classical academic tradition, the Academy's dedicated and distinguished faculty is committed to providing our students with artistic skills and knowledge of contemporary tools and techniques that will enable them to build a successful career. Located in Chicago, the Academy offers both Bachelors and Masters of Fine Arts degree programs.

As an educational institution, the Academy strives to attract talented students and to introduce them to its curriculum and teaching philosophy. The Academy uses a group of Recruiters to contact potential students. The recruiters were using manual dialing, and the Academy was looking for a method that would allow them to make more calls. "We needed to contact more students in a faster manner," says Stuart Rosenbloom, Director of Admissions. "Our recruiters were working manually, and we wanted to move to an automated system that would let them work more efficiently. We had tried a VoIP system, but it was not the right fit. In our business, making more calls and getting more contacts means making more appointments, and ultimately leads to increasing our enrollment."

The Academy researched dialing systems, and selected the *Noble™ Solution*. Rosenbloom states, "We liked the feature-set that Noble offered, and we were able to visit another Noble user in Chicago to see the system in action. Their *Noble SBS* platform was the right size for our needs, and it was nice to work with a company that had a smaller solution focused on the needs of a smaller business, rather than requiring us to buy a large system."

The recruiting team uses the *Noble PDS (Predictive Dialer Solution)* to schedule interviews and campus visits with interested students and to follow-up after appointments. The *Noble Composer* design tool allows managers to create a custom desktop for recruiters which can link to the school's internal database, making it easier for recruiters to access information on potential students and set appointments using calendars. And, the flexible, open design interfaces with the school's existing AT&T phone system.

The predictive dialing features control the recruiter's calling activities, and help the team contact students more efficiently. Rosenbloom explains: "The automated dialing is very important, because our phone staff is no longer able to 'cherry pick' the leads. Because of our business, we can only contact high school students between 3:30pm and 9pm. This gives us a small window to contact students. Therefore, we needed a way to call more people in such a small time frame, and the dialer keeps the recruiters focused and on the phone."

### Summary:

The American Academy of Art has been training students in both commercial and fine art for over 80 years. The Academy selected the *Noble® Solution* to help manage its recruitment activities and increase enrollments. Noble Systems gives the institution a unified platform for dialing and scheduling appointments, and offered a cost-effective system for the group's call center.

**Industry** | Education

**Applications** | Student Recruiting, Appointment Setting

**Solutions** | Outbound Predictive Dialing, Call Blending, Custom Scripting, IVR, Appointment Setting, Real-time Reporting & Monitoring, Integration to AT&T phone system and internal database

**Stations** | 6

Noble offers built-in list management tools and ATOMIX™ database for loading and managing lists for dialing. “For the first time we are really working our entire lead base. With the help of the Noble System we are able to call each lead multiple times. In the past a rep would call a lead and then move onto the next one. After a while the leads would build up and the rep would not be able to go back to old leads and call them. Now, that is not an issue,” observes Rosenbloom.

Noble DCR™ (Dynamic Center Reporter) gives the Academy real-time visibility of recruiter activities and allows it to analyze the performance of its contact programs. The reporting information is helping them to identify trends, and to see where they are making improvements and getting better results. “When we were dialing manually, we had 30:1 dials to appointment ratio,” Rosenbloom says. “With Noble, we have improved to a 20:1 ratio.”

The Noble Solution is helping the American Academy of Art contact more potential students to meet its goal of increasing the school's enrollment. In just a short time, the results are leading them in the right direction. Rosenbloom says, “We have been using Noble for just a couple of months, and already we are seeing an improvement in the number of scheduled appointments. We usually average 35 appointments per week by our admissions department. Since implementing Noble, that has increased to an average of 42 appointments per week. We usually have a 40-50% show rate for our first interviews, which would translate to approximately 3 more interviews a week. I am hopeful that as we become more accustomed to using the system, the number of appointments will continue to grow. Right now, the system is doing precisely what we expected it to do, if not more. We're excited about making the decision to partner with Noble Systems.”

“ The Noble SBS platform was the right size for our smaller business needs. Since implementing Noble just a couple of months ago, we are averaging 7 more appointments a week, and we expect that to increase as we become more accustomed to using the system. The system is doing precisely what we expected it to do, if not more. ”

**Stuart Rosenbloom**  
Director of Admissions

#### ABOUT NOBLE SYSTEMS CORPORATION

Noble Systems Corporation is a global leader in contact center technology solutions, providing innovative products since 1989. Every day, millions of customer contacts are made by agents at 4,000+ client installations worldwide using the award-winning Noble® platform for inbound/outbound/blended communications. The scalable, integrated Noble® solutions include advanced ACD and predictive dialing; unified contact processing for voice, email, and web; and integrated IVR, digital recording, messaging, quality control/monitoring systems, scripting, and real-time reporting and management tools. Call 1.888.8NOBLE8 or visit Noble Systems online at [www.noblesys.com](http://www.noblesys.com).

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**Americas:** 1.404.851.1331~1.888.866.2538  
**APAC (AUS):** +61 (02) 8222 0500  
**EMEA (UK):** +44 (0) 161 772 7100  
**LATAM (BR):** +55 (11) 3266 7355

[www.noblesys.com](http://www.noblesys.com)