

SUCCESS STORY



Ameridial, Inc (formerly OKS Ameridial Worldwide, Inc.) is an international call center with international program management experience since 1987. Ameridial offers clients an unparalleled record of providing reliable, cost-effective inbound and outbound outsourcing solutions for a variety of industries. The contact centers are located in the United States, Canada, and India with sales offices in the United Kingdom, Canada, and Germany.

After using an incumbent system for more than ten years, Ameridial was faced with the dual challenges of finding a more powerful solution and meeting new legislative requirements. Jim McGeorge, Chairman, says, "We had been with our dialer vendor for over a decade, and the technology worked well, but changes in their organization and commitment to product development led us to explore other vendors. We also needed to make sure that we would be in compliance with FTC regulations. And, we really wanted a single platform that would service all of our needs, including blending, IVR, and recording."

The service bureau narrowed the field of products to a few vendors. After a thorough RFP process, Ameridial selected the *Noble® Enterprise solution* from Noble Systems. "We looked at all of the best products and chose Noble Systems. Noble met our needs for a unified platform to support blended outbound and inbound contacts, while offering advanced features," states McGeorge. "We liked that Noble Systems came from a service bureau background itself, and has built the solution in-house, rather than buying and piecing together other products. We believe that Noble Systems has the best team of people and the best product value in the marketplace."

Ameridial purchased Noble for 300 agent seats located across 8 call center sites. The distributed architecture is based in a centralized office in Canton, Ohio, and 7 remote centers utilize Noble's *SIPhony* environment.

Noble provides a *full-featured dialer* and *ACD* package, with more baseline functionality than other contact center vendors. The system allows agents to work in a truly blended environment, receiving both inbound and outbound calls without having to log-off of one program and log-on to another. The integrated *Noble Recorder* is used to record conversations, and Ameridial is moving towards recording 100% of its phone calls. The *Interactive Voice Response (IVR)* package is used for inbound calls to route callers based on menu options. *Text to Speech* is also used for outbound messaging and self-service.

Agents use a combination of scripts, depending on the project. Noble's *Composer* provides a toolset for rapid application development of sophisticated scripts without complex programming, so that the service bureau can build new scripts and make changes to existing ones quickly. Noble's flexible agent desktop environment also allows agents to use Visual Basic scripts for other campaigns, based on the individual program.

Summary:

Ameridial, Inc. is a leading service bureau with contact centers around the world. The company selected the *Noble® Solution* to replace its existing technology, and gained an integrated platform for blended inbound and outbound contacts, as well as tools for FTC compliance. Noble Systems offers a flexible solution with advanced features that helps the bureau meet the diverse needs of its clients.

Industry | Service Bureau

Applications | Lead Generation, Sales, Verification & Fundraising

Solutions | Outbound Predictive Dialing, Blended Inbound Processing, Call Recording, IVR, Text to Speech, Real-time Reporting, Distributed Architecture with Remote Sites, VoIP, Centralized Reporting, Database Replication, Custom Scripting, OCX Interface to Existing Database

Seats | 300

"The variety of features helps us meet the diverse needs of our clients. We work with lead generation, inbound and outbound sales, information gathering, and not-for-profit programs, and every client has different requirements. Noble gives us the tools to better serve these companies," McGeorge explains.

Noble's open database design allows Ameridial to use its existing SQL database, rather than having to convert all of their data into a new environment. McGeorge observes, "We pull lists from SQL to Noble, and the system sends real-time updates back to the database, so we always have the most current data. We can separate all of our data processing from the dialer, enabling us to maximize its power."

The *Noble CARE* support team provides implementation, training, and technical assistance services. "Overall, the support team is very helpful and responsive. The group always shows a willingness to work together to get to the root of an issue, and to escalate the request when necessary," says McGeorge.

With its high-capacity platform and flexibility, the Noble Solution Suite is helping Ameridial meet its contact center goals. McGeorge states, "Noble's ability to flat-out dial is very important. It really supports a high through-put. We are a 'power' user, and we enjoy pushing the full range of system features. Using the call pacing options, we have been able to comply with FTC regulations for abandonment rates. And, we have a completely integrated platform that helps us produce better results for our clients. We are looking forward to extending our relationship with Noble Systems as we continue to add features and functionality to continue to improve our contact center performance."

" We looked at all of the best products and chose Noble Systems. Noble met our needs for a unified platform to support blended outbound and inbound contacts. The variety of features and system flexibility give us the tools we need to better serve the diverse needs of our clients. "

Jim McGeorge
Chairman

ABOUT NOBLE SYSTEMS CORPORATION

Noble Systems Corporation is a global leader in contact center technology solutions, providing innovative products since 1989 for Unified Communications, Business Process Management and Analytics. Tens of thousands of agents at 4,000+ client installations worldwide conduct business using the award-winning Noble platform for inbound/outbound/blended communications. The scalable, integrated Noble solutions for premise, cloud and hybrid environments include advanced ACD, predictive dialing, blended processing, recording and monitoring, IVR, messaging, interaction analytics, decisioning and workforce management. Call 1.888.8.NOBLE.8 or visit Noble Systems online at www.noblesystems.com.

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