



Breckenridge Grand Vacations

Breckenridge Grand Vacations is a timeshare development company that develops and sells timeshares for several resort properties in Breckenridge, Colorado. The company works through inbound/outbound/owner referral and in-house efforts to invite guests to its properties for tours. Breckenridge was using an automated dialer, but deteriorating performance and increasing costs led the group to look for an alternative solution.

Ryan Huff, Direct Marketing Manager, talks about Breckenridge's experience with dialing technology, saying, "We have been using dialer technology for about 10 years now, and had a system from Noble several years ago before moving to another platform. After some time, the 'less expensive' replacement system started to cost us more money. We had a lot of downtime and very poor voice quality. At this point, we decided to come back to the *Noble® Solution*. We liked the reliability of the Linux environment to give us more up-time and the integrated recording functionality. The *Noble SBS (small business system)* was the right size for our business and we know that we can grow the system as we grow."

Breckenridge's sales group uses the Noble for outbound telemarketing to bring people to the property for a visit using opt-in lists, as well as for managing inbound calls. The marketing administration team also uses the system to follow-up with guests that have already booked a trip. The *Noble IVR* option provides flexible inbound routing with interactive menus and the ability to leave automated messages for outbound calls.

The company uses the *Noble Recorder* to record 100% of its calls. Huff says, "The recording system has been one of the best tools to help us improve our phone rep's pitches and customer service. The ability to access any recording so quickly is great and makes reviewing recordings for QA/training much easier in multiple departments."

The *Noble Dialer* offers flexibility in call pacing that has helped Breckenridge improve agent productivity. "The call pacing is another function we are impressed with," Huff explains. "We can use fractional call pacing which is great for us to manage campaigns based on what dispositions we are calling. We also like the ability to choose which dispositions to call, rather than just calling 'active' ones as with dialers we have used in the past. For example, we have a disposition for agent-coded answering machines, so that if an answering machine slips through the dialer's automated screening, we can leave update the record to leave the number off of future lists and get more contacts this way. We also really like the ability to have agents calling in different groups, so that new hires can call our less important leads during training and keep our veteran agents on the good ones. These things have helped our overall conversion with leads and our overall customer service with our administrative department."

Noble is built upon an open platform that supports integration to other systems to save time and utilize existing resources. The company worked with Noble Systems to

Summary:

Breckenridge Grand Vacations offers vacation ownership opportunities at premier-rated resorts in Breckenridge, Colorado. The company's marketing focuses on opt-in lists and referrals, putting a high value on each and every lead. Its Sales and Marketing teams turned to the *Noble® Solution* to help improve the quality of its contacts, build agent productivity & increase sales.

Industry | Resorts/VO

Applications | Telemarketing

Solutions | Outbound Predictive Dialing and Blended Inbound ACD, Custom Desktop Design, Interactive Menus, Automated Messaging, Quality Assurance & Monitoring, Real-time Reporting & Management, VoIP PBX Support, Software Integration, Multiple Sites

Stations | 24

integrate to its ShoreTel PBX in a VoIP environment. "We do interface with our VoIP phone system and actually use that for all of our calling. The voice quality is great, and the 'delays' you often experience with most dialers seem to be minimal with Noble," remarks Huff. Breckenridge also has plans to integrate Noble with its TimeShareWare software for lead management.

Breckenridge implemented Noble in two phases; first to its outbound department and then to its inbound team. Huff recalls the implementation experience, stating, "We were only able to go live with our outbound department initially, and the Noble install team was on-site to get us set up and to walk us through everything. We added the inbound a month later, and through the entire process our Noble team was available to assist us even though they were not on site, so that we were able to get our inbound up and running. When the installs were complete, we were turned over to the Noble Support team for on-going assistance. They are great at answering some of our basic questions, and advising on how to do certain things if we throw ideas at them. If we have a larger issue, senior support specialists and developers are available to work through to a resolution. We have been able to do most things we have asked about with the assistance of somebody in support."

Since switching to the *Noble Solution*, Breckenridge has been making more contacts and improving performance. Huff observes, "We are seeing a much higher conversion on our outbound leads than we have in the past. I think one of the biggest reasons is due to the voice quality of our phone calls being so good; with our previous system we struggled with having potential clients saying they could not hear us or that we sounded choppy, or we could not hear them. So on top of trying to sell somebody that you cold-called, you also had to deal with overcoming that problem. Without that problem now, we can focus on selling and we are seeing better results and increased sales."

"Noble has been a great choice for us all around," concludes Huff. "We have had basically zero downtime and zero voice quality issues, therefore boosting our sales. We decided to add another department onto the dialer so we could have dispositions and recordings of calls, and that department has seen improvements as well. From a productivity standpoint, we have probably had 99% uptime, so we're obviously more productive, with the limited calling times we have to be successful. We have extremely expensive leads, as we self generate our leads to call, so even a small increase in conversion results in a huge financial gain for our company."

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Ryan Huff
Direct Marketing Manager

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 3,000+ client installations worldwide using the award-winning Noble® platform for inbound/outbound/blended communications. The scalable, integrated Noble Solution includes 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.

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