

# SUCCESS STORY



CBV Collection Services, Ltd provides collection services across Canada to both the private and public sector, for small and large sized businesses. With 5 offices located in Vancouver, Calgary, Winnipeg, Toronto and Laval, CBV is one of the leading collection agencies in Canada. Founded in 1921, CBV has built an outstanding reputation as a leading provider of collection services for more than 85 years. CBV strives to help its clients improve their profitability and to be responsive to their clients' individual needs by using cutting edge technology and cost effective services.

In order to meet the diverse needs of its clients, CBV was looking for a flexible technology solution to replace its existing system. "We had an older generation predictive dialer which had no IVR, ACD, or TTS, and was limited in terms of scalability and functionality," explains Bob Richards, EVP – COO. "We hoped to find a new platform that would provide these tools and that would give us the ability to grow the system and add new features."

"We did our research and compared several systems to find the best fit for our needs," Richards continues. "Noble Systems offered the best platform to deliver the features we needed and to give us the flexibility to work with our existing systems."

CBV manages outbound and inbound debt collections program on the Noble platform. Noble's *Blended Environment* allows CBV to improve collector productivity by receiving both outbound and inbound calls without having to manually switch from one program to another. The system filters out unconnected outbound calls so that collectors can spend more time speaking to debtors, rather than dealing with busy signals, disconnected numbers, no answers, and answering machines. When inbound call levels are low, the system automatically ramps up dialing to keep collectors busy and reduce idle time. Outbound calls are made using a variety of dialing modes, including "on demand", predictive and power, depending on the needs of the program. Inbound calls can be handled more efficiently through skills-based routing, to get the caller to the collector best able to meet their needs and increase first call resolution.

CBV is also using the system's unified *Noble IVR* and *Noble Text to Speech* features to increase productivity, customer service, and efficiency. Richards says, "The integrated IVR and text to speech are some of our favorite features. The IVR allows 'live connects' to be delivered to skilled agents, and we can use it to deliver important messages to listeners holding for an agent. The messages are easy to record or edit and assign by campaign. We also use Unattended Call Messaging with IVR Options which helps us to penetrate large lists of accounts several times per day without any outbound labor expense."

Another important aspect of the *Noble® Solution* is its ability to integrate with existing equipment and environments. Using the system's Linux platform, Noble Systems was able to work with CBV to create an interface to the agency's IBM AS/400-based collection

## Summary:

CBV Collection Services, Ltd. has been a single-source solution for Commercial and Consumer Collections since 1921. As one of the leaders in the Canadian collection industry, the agency has a reputation for creating specialized solutions for its clients. Noble Systems helps CBV to deliver quality services by providing a flexible, full-featured contact center technology platform.

**Industry** | Mortgage Loan Servicing & Consumer Collections

**Applications** | Telemarketing

**Solutions** | Unified Outbound Predictive Dialing, Blended Inbound, Custom Desktop Design, IVR, Text to Speech, Automated Messaging, Call Recording, Real-time Reporting & Management, Integration to AS/400, CXM Call Recording, and Cisco VoIP

**Seats** | 210

database. The *Noble Composer* workflow builder presents the call to the collector desktop and automatically pulls the debtor record so that collectors can work directly within the collection application to view debtor history and to update promise-to-pay information.

Noble also integrates with CBV's CXM call recording application to record collector calls, allowing the agency to utilize its existing software without buying a separate recording system for Noble agents. CBV selected the Noble VoIP architecture to deploy the solution in its Cisco VoIP environment.

The *Noble Maestro* management portal provides real-time access for managing agents, campaigns, and resources and reporting on results. "The reports are outstanding", Richards observes, "and the information they provide is crucial to improving performance. For example, the Agent Report records all activities of an agent's time, including logged in, wait time, after call work (ACW), number of calls taken, right-party contacts (RPC), and promises made. We are currently working on benchmarking these performance measurements."

As with every Noble implementation, CBV received complete project management, installation, and training services to create its customized solution and to assist with the transition to the new platform. For on-going technical assistance, the *Noble CARE* support team is just a phone call away. "The hands-on on-site manager and classroom training workshops have been satisfactory. The planning and support for the implementation project were excellent. Whenever an issue arises, the Noble Systems staff is there to provide help," states Richards.

Noble Systems has provided a unified platform to support CBV's specialized collections programs, with the ability to create individual campaigns for the agency's clients, the flexibility to integrate with its existing environment, and the scalability to support its growth and to add new features. Working with the Noble Solution is helping CBV meet its goals. Richard says, "Since implementing Noble, we have experienced an increase in account penetration, we have achieved more inbound flow from our automated programs, and we have seen our collectors become more productive."

" Noble Systems offered the best platform to fit our needs for a unified and flexible system. Noble provides the information we need to improve performance. We have experienced more account penetration, increased our inbound flow, and improved collector productivity. "

**Bob Richards**  
EVP – COO

## 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](http://www.noblesystems.com).

Copyright © 2014 Noble Systems Corporation. All rights reserved. No part of this document may be reproduced in any form or by any means without written permission from Noble Systems Corporation. Noble Systems, Noble, the n-logo, Amcal, Liberation and ShiftTrack are registered trademarks of Noble Systems Corporation. All others are property of their respective owners. While every precaution has been taken to ensure the accuracy of the information contained in this document, Noble Systems Corporation assumes no responsibility for inadvertent errors or omissions. The information contained in this document is subject to change without notice. Solutions and Services described above are representative; a mutually-executed agreement will contain the specific functionality and services to be provided.



Americas: +1.404.851.1331-1.888.866.2538  
APAC (AUS): +61 (02) 8222 0500  
EMEA (UK): +44 (0) 161 772 7100  
CALA (MX): +52 (55) 5488 6828

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