

Cerebral Palsy League of Queensland



The Cerebral Palsy League of Queensland (CPLQ) provides supports and services to more than 2500 children and adults with cerebral palsy and related disabilities, and their families throughout Queensland. The League provides specialist services that enable people with cerebral palsy and other disabilities to access and participate in their chosen community.

As with many charities, the CPLQ relies heavily on its ability to provide funds through the support of the community. A large part of the League's fundraising activities are performed via its outbound contact centre. Agents were using a paper-based system and manual dialing to track donations. CPLQ made the decision to implement technology into its call centre to help improve these processes. "With the manual system, all data entry was double, and sometimes even triple-handled. We wanted to choose a technology solution with the ability to manage multiple campaigns across multiple lists. We needed the ability to integrate into our existing fundraising database. We wanted the ability to have accurate, live reporting. And, we wanted to fully eliminate the need for mass data entry," says Margaret Scott, Manager Marketing & Fundraising.

CPLQ looked at several technology systems before making its decision to purchase the *Noble™ Solution*. Scott states, "Through our investigations into the various models and brands of dialers in the market, we found that Noble Systems offered a multifunctional solution that was the right fit for our needs. The organization was very knowledgeable about the telemarketing environment and they were able to demonstrate their previous integration experience with our existing fundraising database system. The overall cost compared favorably with other products, and the Noble platform was compatible with other IT programs."

The *Noble SBS (Small Business Solution)* configuration offered the right size platform for CPLQ, with a cost-efficient system that supports its current staff with 12 agent stations and allows room to grow. With the *Noble PDS (Predictive Dialer Solution)*, the group can put multiple campaigns into production simultaneously, and can run programs more efficiently.

In addition to Noble's many 'out-of-the-box' features, including automated call screening and campaign management tools, CPLQ utilizes the Digital Recording capabilities of *Noble DRS* to record agent calls for verification and agent training. The League can create customized scripts for the agent desktop using *Noble DCB (Dynamic Campaign Builder)*.

Noble also integrates with CPLQ's existing technology, saving them money by working with their current equipment rather than requiring them to invest in new systems. "We have a floating configuration interfacing with our PABX. In addition, Noble has fully integrated with our fundraising database – iMIS –

Summary:

Cerebral Palsy League of Queensland (CPLQ) provides quality services and supports to enable and empower people with cerebral palsy and related disabilities. As a charitable organization, the League relies on donations to fund many of its activities. With Noble Systems as its technology partner, CPLQ has been able to manage its fundraising and services programs through its contact centre, achieving increased productivity and improved data management.

Industry | Not-for-Profit/
Fundraising

Applications | Fundraising, Sales,
Appointment Setting, Member
Services

Solutions | Outbound Predictive
Dialing, Call Recording, Custom
Scripting, Interface to
Fundraising software, Real-time
Reporting, PBX Integration

Seats | 12

providing us with the ability to enhance our fundraising activities. Agents can access the database directly to view and update donor information in real-time, instead of writing details down and then entering them later," observes Shannon Laverack, Direct Marketing Manager.

The flexibility and power of the Noble platform has enabled the League to extend its use of the system beyond its original plans. Laverack explains, "The system was initially purchased to enhance our Fundraising and Sales activities. However, with the ability to operate multiple campaigns at the same time, we have expanded our automated programs. We now also run campaigns that require appointments setting and even placements."

One of the keys to managing multiple campaigns and multiple lists is the *Noble Management Suite*. "The *Multilist* features for list management are very strong," Laverack says. "We can manage lists more effectively now that we can work with multiple custom tables and lists. It improves our overall abilities to manage our data and to produce results."

Project Management, implementation, training, and support are all a part of the package offered by Noble Systems, which works to be a technology partner, and not just a vendor. "Noble Systems have been able to demonstrate to us that they can and will provide the necessary support and assistance when and where required," comments Margaret Scott. "Whether this is over the phone or on site, Noble and CPLQ now work well together, providing us with a reliable technology platform for our contact centre requirements."

CPLQ is achieving its goals to improve productivity and data management with the *Noble Solution*. Scott says, "We are seeing a multitude of benefits from our use of Noble. The most important of these is the overall Financial benefit that is gained from our ability to easily handle multiple, diverse campaigns with much more accurate reporting on activities and results. We have increased agent productivity and efficiency, and increased processing. From an agent perspective, Noble is easy to use, reducing the amount of training required. And, it helps them work much more efficiently. We are quite delighted with the system."

" Noble Systems offered a multifunctional solution that was the right fit our needs. We are seeing a Financial benefit from being able to handle diverse campaigns with much more accurate reporting. We have increased agent productivity and efficiency and improved data management, and have expanded the system into additional programs. We are quite delighted with the *Noble Solution*."

Margaret Scott
Manager, Marketing & Fundraising

Shannon Laverack
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 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.

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