

The Post and Courier - Charleston

The Post and Courier

The Post and Courier, based in Charleston, SC., is the South's oldest daily newspaper. The paper traces its roots to *The Courier*, founded in 1803, and *The Evening Post*, founded in 1894. The newspapers were merged into one in 1991. The paper has a circulation of 105,000 daily and 114,000 on Sundays. In addition to *The Post and Courier*, the Evening Post Publishing Company owns television stations in Arizona, Colorado, Kentucky, Louisiana, Montana and Texas, daily and weekly newspapers in South Carolina, North Carolina and Texas, and an English-language daily newspaper in Buenos Aires, Argentina.

Andy Morgan, Circulation Marketing Manager, describes the newspaper's needs for contact center technology: "We wanted to automate our retention program. The retention staff was manually dialing numbers from hard-copy reports generated by our circulation information systems. Our contact rates were very low. We needed to improve our economies of scale."

Noble Systems was just one of several vendors that *The Post and Courier* considered in its search for a new solution. Having previously used a Syntellect dialer, *The Post and Courier* was already familiar with Noble Systems. "Noble Systems provided support for us when Syntellect stopped supporting its dialer," Morgan explains. "After searching the market, we ultimately selected Noble Systems because their technology fit in best with what we wanted. Other companies offered some of the same features, but at a much higher cost. And, we visited another newspaper site that was using Noble, and we saw a very similar application with the features that we needed. What really sealed the deal is that Noble Systems was willing to work with us to deliver a cost-effective solution that truly met our functionality requirements."

Among the features that drew *The Post and Courier* to Noble is the ease of list management. "The tools for administering calling lists are extremely user-friendly. The ability to cycle the dialer, and the ease and utility of calling lists at different times has been a real help in our activities. Rescheduling a list to call at another time is done quickly. So, if we call a list at 2pm one day and get only a few contacts, we can reset the list to be automatically dialed at another time, such as 6pm, rather than just having it scheduled to redial at the same time every day," Morgan says.

The reporting capabilities are another great aspect of the Noble solution. "We really liked what we saw in the reporting package. We can get so much detail, drilling down on each individual agent without having to crunch a bunch of numbers. There is a nice 'cafeteria' of

Summary:

The Post and Courier, a Charleston, SC based newspaper, was looking for a way to manage their subscriber services programs more efficiently. Noble Systems provided the answer. Since implementing the Noble contact center technology platform, the newspaper's contact center productivity has doubled.

Industry | Newspaper

Applications | Subscriber Services, & Retention

Solutions | Outbound Predictive Dialing, Custom Scripting, Interface to Media Command Collections software, List Scheduling, Real-Time Reporting

Seats | 12

information to choose from on each activity," states Morgan. "For example, on call dispositions, we can not only see the total number of dispositions for each code, we can also see the number of positive dispositions in relation to total contacts."

Two other segments of the Noble platform are helping The Post and Courier reach its goals for contact center performance. The *Dynamic Campaign Builder* (DCB™) is a tool for creating and editing custom scripts. The *Perfect Script*™ module offers Noble Systems' patented technology to allow agents to pre-record selected portions of scripts and play them at any point during a call, without the caller being able to identify the difference between the live agent and the recorded segment. Morgan observes, "We have up to five different programs running in our retention center at any given time, and the DCB helps us create the scripts for these applications, and to make changes to those calling scripts 'on-the-fly' whenever we find the need."

Morgan continued, "Perfect Script gives us the opportunity to ensure the accuracy of certain parts of our script, such as credit card details, payment information, and comments on service. And, our agents like it because they only have to read this information once, rather than repeating it on every single call."

The Post and Courier is seeing very positive results from using Noble. "The increases in productivity have been tremendous," Morgan remarks, "and we are seeing gains across all of our programs. Before, our average subscriber contact rate was only 40%. Now, we are reaching 92% of our contacts in our new subscription follow-up calls, 85 - 90% of our contacts for renewal notices, and 85% of our contacts in our other activities."

Perhaps even more key is the effect that the improved contact rates are contributing towards The Post and Courier's bottom line. "Payments secured for renewal and restart subscriptions have increased four-fold. And, the system is so feature rich, that I still have a lot to learn to really maximize our use of the Noble solution. We are very happy with our decision, and I see tremendous opportunities to expand our use and success even further," Morgan concluded.

"Noble Systems offered the best fit for what we needed, without a lot of extra costs. The tools for list management, reporting and scripting are so easy to use. Our contact rates have gone from 40% to 90%, and subscriber payments have increased four-fold."

Andy Morgan
Circulation 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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