

CONTACT 1-2-1

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Contact 1-2-1 aims to be the number 1 service provider for companies seeking best of breed contact center and wireless solutions to achieve corporate growth. Based in Adelaide, South Australia, Contact 1-2-1 believes it offers the best solution for companies seeking a strategic relationship and would like the value-added benefits of working with a company that will assist them in growing their business.

As a start-up organization, Contact 1-2-1 needed a strong technology partner to help it gain a market advantage. The company's directors have a history in the outsourcing industry, and wanted to capitalize on new opportunities within the marketplace, leveraging their many years of experience. Joe Tawfik, Joint Managing Director, states, "We wanted to provide a service where the customer received high quality, had access to feature-rich technology at an affordable price. Contact 1-2-1 has a different view on what CRM is all about. The market has translated CRM into Siebel and Onyx or some other expensive software package without considering a key component: providing an excellent experience with the customer. We feel that a knowledge base is an integral component to achieving a great customer experience."

Contact 1-2-1's search for contact center technology vendor that could provide the functionality to meet their definition of CRM led them to Noble Systems. "We selected Noble Systems because they gave us the ability to incorporate several elements into one total, complete service package. Many vendors can offer a lot of the same as Noble, but at what price? This is the key to what we believe is a key differentiator with Noble," says Tawfik. "Noble Systems' International reputation, and the local team in Sydney, gave us confidence in our choice. We like dealing with people and not companies, and we found the team in Sydney very supportive and able to meet our very aggressive launch date."

Another of the driving factors in Contact 1-2-1's choice of Noble is the system's open architecture and capability to support integration with other applications. "Our first customer had a common problem; they had over 2,000 frequently asked questions and answers with no intelligent system to enable agents to gain easy access and provide the right answer to the caller," Tawfik explains. "After discussing the problem with the Noble Systems team we identified a knowledge base system called Universal Knowledge Suite. This knowledgebase system has a unique neural logic engine that enables the system to learn and evolve with continual use. It also enabled agents to type in a natural language question rather than using key words to get the answers they need. The open architecture of Noble allows us to integrate the two systems, thereby creating a seamless interface for the agent for all telephony and knowledge base access. The business outcome for our client has been tremendous. They are well on their way to achieving their 80% first call resolution rate. They had previously achieved a 20% first call resolution."

Contact 1-2-1 is currently using Noble to perform a full-range of contact center activities for customer service and telemarketing programs. Tawfik observes,

Summary:

Contact 1-2-1 offers a range of cost-effective solutions for inbound and outbound contact center outsource services. The company selected the Noble contact center technology platform to power its outsourcing activities, working with Noble Systems Australia to complete the implementation.

Industry | Service Bureau

Applications | Telemarketing & Customer Service

Solutions | Outbound Predictive Dialing, Blended Inbound Calls, Universal Queue, Call Recording, IVR, Email Response, Custom Script Building, Agent Monitoring, Real-time Reporting, Interface to Universal Knowledge software

Seats | 190

"We are using it for multi-media processing of all contact types, for inbound and outbound calls. We are sending emails and SMS from it. And, we use the digital voice recording feature. We are also working to develop a couple of other new functions, which will be a 'world first'."

While Noble offers a variety of features for managing customer communications, one of the most popular tools at Contact 1-2-1 is the *Noble Dynamic Campaign Builder (Noble DCB)*. DCB is the custom script and agent desktop design module that offers point-and-click tools for developing new applications. "Our favorite Noble feature is the DCB. The campaign builder is critical to our business," Tawfik states, "and lets us set-up and make ongoing changes to the campaign without a lot of cost and fuss."

Noble Systems Australia worked with Contact 1-2-1 to complete the Noble implementation, including hands-on training. Tawfik describes their experience, saying, "We were happy with both and particularly pleased with the implementation. We had an aggressive timetable and the team in Sydney rose to the occasion."

Tawfik continued by speaking of the company's on-going plans: "We hope to gain a competitive-edge in the marketplace by offering customers great functionality at a reduced cost. We aim to attract some US customers this year, and we need to demonstrate that Australia as an overall option is very competitive when compared with other Asia Pacific locations. They may be cheaper, but the quality and expertise is in Australia. The fact that Noble does not require IT staff to set-up campaigns is a big bonus in the Outsource market."

Contact 1-2-1 is looking towards a bright future with Noble Systems as its technology partner. "We are seeing great results from using Noble, including agent satisfaction, greater productivity, and faster implementation of new campaigns. With the functionality that Noble Systems gives us, we have been able to earn the business of three new key clients in a three-month period. Noble delivers a true solution for complete customer interactions. When this is combined with the right sort of agents, culture, and intellectual know how you end up with the closest thing to what CRM is really all about," Tawfik concludes.

"We are seeing great results from using Noble, including agent satisfaction, more productivity, and faster start-ups for new campaigns. The business outcome for our clients has been tremendous. One of them has increased their first call resolution rate from 20% to 80%."

Joe Tawfik
Joint Managing Director

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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