

Daytona Beach News-Journal



The *Daytona Beach News-Journal* is a daily newspaper serving Volusia and Flagler counties in Florida. When the Davidson family purchased The News Journal in 1928, it published evening and Sunday editions with a circulation of about 4,000. Today, The News-Journal has a circulation of about 100,000 weekdays and 120,000 on Sundays and prides itself on serving and supporting its community.

The News-Journal's call center manages a variety of programs, including sales, collections, and customer service. The newspaper had a predictive dialer to manage its outbound calls and a separate call management system for inbound call processing. "We had a combined outbound and inbound call center, but we did not have a common system for processing calls," explains John Shaw, Circulation Marketing Manager. "We were looking for a solution that would allow us to improve efficiency by blending agents using a single platform, rather than requiring them to hop off of one system and get on another one to move between incoming and outgoing calls."

The newspaper selected the *Noble™ Solution Suite* to provide blended technology for its call center programs. With the *Noble Predictive Dialer* and integrated *Inbound Processing*, the solution supports true call blending in a single, unified platform. Agents can work on both inbound and outbound programs without having to log in and out of applications. Shaw states, "We really liked the solution that Noble could provide, and the ability to blend our agents to consolidate our programs into a single system was very appealing."

The turnkey platform includes *Noble DCB™ (Dynamic Campaign Builder)* for custom script developments. DCB makes it easy for the newspaper to create and modify scripts for each different type of campaign. And, DCB includes script templates that help users get started. Logical branching, help tables, data entry fields and more can all be built into scripts without the need for advanced IT programming.

The News-Journal is gaining productivity through the use of the integrated *Noble IVR* features. "We use the outbound IVR for our customer service activities. We can call a subscriber and ask them to update certain account information, such as a credit card number or to confirm a vacation stop. The IVR menus allow them to press a button for more options, or to speak with an agent," says Shaw.

The flexible Noble architecture also allows the newspaper to interface with its existing systems. For example, the News-Journal has a third-party recording solution which it was using with its previous dialer. The Noble solution can work alongside this system, rather than requiring the newspaper to buy a new recording product. This same flexibility will give the News-Journal the ability to interface with its circulation software to provide screen pops of subscriber information for agents, rather than requiring them to re-enter account numbers or to look up subscribers manually.

Summary:

The Daytona Beach News-Journal has a long history of providing news and services to its community. The *Noble Solution* is helping the newspaper increase productivity and improve efficiency with a single platform for blended inbound and outbound programs, replacing separate systems for dialing and call management. The newspaper's call center also has greater control of its customer service, sales, and collections programs with the system's advanced features and comprehensive reporting tools.

Industry | Newspaper

Applications | Collections, Sales, Customer Service

Solutions | Outbound Predictive Dialing, Blended Inbound Processing, Skills Based Routing, IVR, Custom Script Development, Integration to Circulation System, Real-time Reporting

Seats | 30

STORY
SUCCESS

The Noble platform gives The News-Journal a more reliable platform with improved up-time over the newspaper's previous dialer. "We have lost a lot less time due to system issues. Our old dialer 'crashed' on a regular basis. But the Noble dialer is a powerhouse; it just does not go down," Shaw observes.

Noble DCR™ (Dynamic Center Reporter) provides powerful built-in reporting tools for standard and custom queries. With DCR, the newspaper has better insight into agent and campaign activities for its blended programs. "We have much better reporting and improved tracking for our programs," states Shaw. "We get inbound and outbound reports, so we can see what is going on with all of our campaigns. We have agent activity reports that we could not get from one system before. We can see closing ratios, sales reports, and call results. There is so much more information that we can get from Noble that helps us manage our resources."

The Noble Care® team offered complete implementation, training, and support services to help The News-Journal migrate to the new platform. "The installation experience was great. We expected to be down for two weeks during the transition, and we were not down at all. It took less than one day for the cut-over. Everything was up and working by the end of our on-site training," Shaw says.

"Product support has been awesome as well," Shaw continues. "With any new installation, we expect to have problems. With Noble, we have not had any major issues, and the support team is always available to resolve our minor issues very quickly."

The *Noble Contact Center Suite* provided the right technology for The News-Journal, and the newspaper is seeing great results. Shaw concludes, "Having a single platform to support all of our call center programs with inbound and outbound blended agents is the most important feature. The extensive reporting and the visibility it gives us into our programs is an added advantage. We have greatly increased agent productivity and have improved efficiencies for our center."

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John Shaw
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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