

FinanSure, LLC



FinanSure, located in Chicago, Illinois, was founded in 1993 and has grown to become one of the nation's leading financial services companies with almost 300 employees. FinanSure (formerly known as Capital Assurance Group) is regarded as a pioneer in providing consumers with effective financial and debt management strategies. Throughout its history, FinanSure has provided over one billion dollars in financial service products to thousands of clients. FinanSure currently owns and operates 4 subsidiary business units. Each business offers practical solutions to consumers on how to effectively manage debt and improve their financial situation.

FinanSure Home Loans (FHL) provides consumers with practical and effective mortgage refinancing and debt consolidation services. Over the past decade, FHL has grown into a full service mortgage banking institution and a leader in providing customized home loan solutions. FHL is headquartered in Chicago, with 5 regional offices across the country. Since its founding, FHL has helped thousands of customers achieve their financial goals, and has originated over \$1 billion in new mortgages. The Graduate Loan Center (GLC), a FinanSure company, began operations in July 2002. GLC helps borrowers manage paying for the high cost of education by offering the Federal Consolidation Loan Program and Private Loan Programs.

With the opening of The Graduate Loan Center and the continued growth of FinanSure Home Loans, the group began to recognize the limitations of its existing call center technology. Howard Katz, Executive VP, says, "The growth of the company required a call center solution that was more sophisticated than was currently being used for outbound dialing. We needed a system that would allow multiple channels of communicating with a customer. The new solution needed to be scalable enough to grow with the company. The hope was that a single customer record could be accessed for both inbound and outbound calls – allowing for a better customer experience."

In its search for new technology, FinanSure discovered the integrated contact center platform from Noble Systems. "Noble Systems offered an all-in-one solution," recalls Katz. "We were able to purchase blended agents seats, built-in reporting, and a scripting package. The Noble platform was scalable, and offered many features that were unavailable on other integrated systems."

FinanSure currently uses the Noble Enterprise technology to support its contact center activities at FinanSure Home Loans and The Graduate Loan Center. With 200 seats installed, Noble helps FHL and GLC to manage their telemarketing programs for lead generation, appointment setting, sales, and sales follow-up. Screening of busies, no answers, disconnects, and answering machines give agents more talk-time. Compliance tools help the group meet legislative guidelines with Do Not Call list management and abandonment rate caps.

Summary:

FinanSure, LLC, a pioneer in providing consumers with effective financial products and solutions, is one of the nation's leading financial services companies. FinanSure selected the Noble® Solution to provide a sophisticated platform with inbound and outbound call management that was scalable to support the group's growth.

Industry | Mortgages & Student Loans

Applications | Telemarketing, Lead Generation, Appointment Setting, Sales, Inbound

Solutions | Outbound Predictive Dialing, Blended Inbound Processing, Custom Script Development, Call Recording, IVR, Appointment Setting, Agent Monitoring, Real-time Reporting, 'Hot' Call Transfers, Software Integration

Seats | 200

The Noble solution offers FinanSure integrated features for a complete contact center platform. The *Dynamic Campaign Builder (DCB)* is a rapid application development tool for creating scripts without complex IT programming, so new programs can be put into production quickly. Voicemail is available for agent groups. *Interactive Voice Response (IVR)* allows callers to choose from menus of options. Inbound skills-based routing processes the IVR prompts to direct the calls to the appropriate agent. The system also supports call transfers, sending both voice and data. Mark Silet, Call Center Technology Manager, explains, "Hot Call Transfers allow us to use a two-step procedure for sales acquisition along with the ability to immediately connect hot prospects to sales people."

Using Noble's integrated predictive dialer and ACD, the company can manage inbound and outbound calls in a blended environment with the 'universal queue'. "We really enjoy the blended calling," states Scott Zoldan, Vice President of Call Center Operations. "Blended stations enable inbound reps to be highly productive, since they can fill time with outbound calls."

Noble offers an open design which allows FinanSure to integrate the system into its existing environment. The open database connectivity structure works with the company's SQL datawarehouse. "The ODBC connection allows us to access Noble tables to integrate calling data with our in-house systems. And, data is moved via DTS packages into SQL for internal process applications," Silet observes.

With advanced features for contact center management, the Noble solution gives FinanSure the sophisticated inbound and outbound communications platform it was looking for, and is helping the company achieve its goals for growth and performance. Zoldan concludes, "Since implementing Noble, we have increased productivity and have seen improvements in many areas, from agent activity to program management. We have increased dials per hour and contacts per hour. And, we have better tracking of list penetration, better list management, and better control of our agent production tracking. Noble helps us manage our business more effectively."

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Howard Katz
Executive VP

Mark Silet
Call Center Technology Manager

Scott Zoldan
Vice President of Center Operations

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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