



Hitman Pest Control

Hitman Pest Control provides pest management services to domestic and commercial premises throughout the wider city of Brisbane. Established by Niels and Donna Ross-Teigan in September 1995, the business has succeeded by providing superior pest management services retaining a high proportion of clients from year to year. Hitman is continuing to grow by offering franchise opportunities.

Hitman's head office staff coordinate all marketing and service scheduling, allowing its service technicians' to concentrate predominantly on service delivery. The company's owners wanted to ramp-up their already successful telemarketing efforts with an automated technology product. "We have been using outbound sales calls very effectively for 10 years to gain new clients. However, operating from a manual environment, the costs of calls and therefore the cost of gaining appointments was constantly increasing," observes Donna Ross-Teigan. "We were ready to take the next step and automate the centre so that we could further perfect our system. We wanted to decrease the cost per appointment by increasing the efficiency of the call centre. Our goal was to reduce costs by 50%."

When looking for an automated dialling platform, Hitman found the *Noble Solution* from Noble Systems. Ross-Teigan states, "We had made the decision to move forward with technology. After looking around at several brands, we settled on Noble Systems. Their product appeared to satisfy our requirements and gave us the flexibility to expand when and where we required. The Sales Manager was extremely knowledgeable and responsive, which was very important to building a long term relationship."

Hitman uses the *Noble PDS (Predictive Dialler Solution)* to manage its outbound telemarketing and appointment setting programs. "We contact existing and potential customers with the aim of booking appointments for either follow-up or first-time services. Noble allows us to do this very efficiently. We are now looking at further expanding the system and adding Noble's inbound blending features to assist with some of our marketing campaigns," says Ross-Teigan.

The Noble Solution gives Hitman a complete suite of tools for managing the company's client services. The dialling features automatically screen out busies, no answers, and disconnects, saving the staff time on uncompleted calls. It can also identify answering machines and leave pre-recorded messages. Hitman plans to implement the *Noble DRS (Digital Recording System)* to enable digital recording of calls for quality assurance and verifications.

Noble's open database integrates with Hitman's in-house CRM software to provide screen pops of customer and prospect information. Using an *OCX interface*, the Noble engine dials records and agents can work directly within the CRM system. Ross-Teigan explains, "When agents are presented with a call, the Hitman CRM screen opens at that particular record. If it is a cold call, the agent will only have basic information such as name, phone number, etc., and they can proceed with the call and enter any additional details. If the called party is an existing or previous customer, the screen will be populated with the historical account information, allowing the agent to have all information needed on the desktop."

Summary:

Hitman Pest Control has been providing pest management services to a growing customer base since 1995. With its implementation of the *Noble Solution*, the company has reduced appointment scheduling costs by 50% and improved agent morale. Hitman has been so impressed by the system and the services provided by the Noble Systems Team, it has already upgraded its platform and is planning to add new features.

Industry | Consumer Products

Applications | Outbound Sales & Appointment Setting

Solutions | Outbound Predictive Dialling, Recording, Interface to CRM software with Screen Pop, Real-time Reporting, Agent Monitoring

Seats | 21

In addition to powerful features for dialling and customer contacts, Noble offers Hitman a *Management Suite* for maintaining programs, monitoring agents, and results reporting. This toolset helps the company view live activities and review performance to see areas of success and where improvement is needed. Ross-Teigan says, "One of my favorite features is the ability to monitor agents in real-time through the *Agent Stations* onscreen view – particularly the listening and coaching features. I can quickly identify areas that need to be corrected or developed so that our training is focused on what is needed by the agents to improve. I also use the *Agent Disposition Code Report* regularly during the day to check progress and identify agents that may need assistance, and again at the end of each day and each fortnight to prepare reports which identify areas that the individual agents need help in to reach their goals."

With help from the *Noble Care*® professional services team, Hitman received implementation assistance and training, and has access to on-going technical support with its Annual Support Plan. "The professional services team at Noble is very good; everyone is very helpful and patient. They are always doing their best to explain things in a way that is easily understood by my team," comments Ross-Teigan. "In addition, we recently upgraded from the *Noble SBS* platform to the larger *Noble Fortress* configuration. At the same time, we were relocating offices. The Noble Care team assisted us with advice and information with the relocation planning as well as the actual move."

With 10 successful years in the business, Hitman Pest Control is looking forward to its continued growth. The Noble Solution is playing an important role in the company's future plans, helping agents work more efficiently and increasing productivity. "The introduction of the Noble technology has allowed us to meet our goal of decreasing the cost of obtaining appointments by 50%. Our agents are more productive and enjoy using the system, resulting in an increase in our staff retention rate. We expect to see even more benefits as we extend our use of the Noble platform into other areas of our business," Ross-Teigan concludes.

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Donna Ross-Teigan
Managing Director

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Noble Systems Corporation is a global leader in contact centre 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 dialling; unified contact processing for voice, email and web; and integrated IVR, digital recording, messaging, quality control/monitoring systems, scripting and workflow, workforce management and real-time reporting and management tools. Call +44 (0) 161 772 7100 or visit Noble Systems online at www.noblesys.com.

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Americas: 1.404.851.1331~1.888.866.2538

APAC (AUS): +61 (02) 8222 0500

EMEA (UK): +44 (0) 161 772 7100

LATAM (BR): +55 (11) 3266 7355

www.noblesys.com