



Kool Smiles

Kool Smiles specializes in Dental care for Children and Teens. With 21 locations in six states, Kool Smiles clinics are built specifically for kids and their parents. Every step of the Kool Smiles experience has been designed to deliver fun, caring dental service to its patients while at the same time providing convenience, comfort and peace of mind for its patients' parents.

The Kool Smiles organization specializes in treating patients and families with Medicaid as well as State Children's Health Insurance Programs (SCHIP), such as PeachCare (Georgia), Hoosier Health Wise (Indiana), MassHealth (Massachusetts), and Smiles for Children (Virginia). The clinic's Patient Services Representatives (PSRs) assist patients by scheduling initial appointments, preparing and coordinating paperwork, and contacting patients for follow-up appointments.

Kool Smiles was growing rapidly, and needed to improve the way it handled its appointment setting and patient service programs. Richard Volel, Call Center Manager, explains, "We needed an automated solution to help us with both inbound and outbound calls. Our growth has been very fast and we could not service our patients by working manually at each clinic. Prior, we were just working manually at each clinic. We wanted a system that would allow us to tie our network of clinics together and would grow as we added more locations."

After reviewing several technology options, Kool Smiles selected the *Noble™ Solution*. "We liked the integrated features which Noble Systems offered," Volel states, "and the price point was much more affordable for everything that was included. The system's flexibility was very important, because we needed something that would interface with our internal systems and was extremely scalable."

Kool Smiles uses the *Noble Solution* to manage its appointment setting and patient service programs. The system integrates with the group's in-house appointment scheduling software, and a single location can handle appointments for all of its locations. "When we began, we planned on having calls routed to individual clinics for setting appointments. But, we discovered that it was more efficient to consolidate scheduling through a central site. And, Noble's deployment options allows us to do that," says Volel. The clinic's Patient Service Representatives are connected using *Noble VoIP (Voice-over-IP)* to reduce telecom costs and improve flexibility.

The Noble platform also helps Kool Smiles keep up with follow-up reminders and appointment confirmations. "In our marketplace, it is very important that we keep in touch with our patients to get them to schedule follow-up and return visits, and also to remind them about scheduled appointments," remarks Volel. "Noble gives us the ability to do this more easily with automated outbound messaging." For inbound calls, Kool Smiles uses *Noble IVR* to offer patients a menu of options so that their calls can be routed according to their needs, such as to re-schedule an appointment or to get account information.

Summary:

Kool Smiles offers pediatric dental care, working through Medicaid and state health insurance programs in six states. The organization needed an advanced technology solution to help manage its outbound and inbound patient service programs and to support the group's rapid growth. Noble Systems provided the answer with the *Noble® Solution*, helping Kool Smiles improve efficiency and serve more patients more quickly.

Industry | Healthcare

Applications | Appointment Setting & Patient Services

Solutions | Outbound Predictive Dialing, Automated Outbound Messaging, Inbound IVR, Call Recording, Custom Scripting, Real-time Reporting & Management, Integration to Proprietary Scheduling System, Screen-Pops, Floating Stations

Seats | 40

Another important feature is the integration to Kool Smiles' 'homegrown' database. Volel says, "We have direct access to our Boomerang system – which was built in-house – for patient information. Noble automatically performs a look-up and produces a screen pop based on the DNIS/ANI data, so that our representatives can answer questions and schedule appointments more efficiently."

The Noble DCR™ (Dynamic Center Reporter) tools allow Kool Smiles' managers to view live statistics for representatives and campaigns. With on-screen manager views and powerful reporting, the Management Suite helps managers setup new programs and to see what representatives are doing and how their performance compares to other representatives, as well as to view overall program results. "The monitoring screens are extremely useful. I can keep track of how we are performing in real-time, see which representatives are active on calls and which are waiting, and identify which programs are working well and which need improvement," observes Volel. Noble also enables managers to listen to representative phone calls and to record them for training and quality purposes.

Since its initial purchase of Noble, Kool Smiles has doubled its agent stations from 20 to 40. The Noble™ Solution is helping Kool Smiles meet its goals for better customer service as the organization grows, serving an ever-increasing number of patients. Volel concludes, "We have gained productivity and improved customer service, and have made our communications processes more effective and more efficient. We are not only able to serve more customers, we are able to serve them at a quicker pace, which makes the process more streamlined for our patients. And, we are better able to track the productivity of our representatives. When we bought the Noble, we had 5 offices. Today, we have 21 offices and take about 1,500 calls a day and make about 10,000 to 15,000 outbound calls a day. Noble Systems has supported this growth, and we are looking forward to a very bright future."

“ Noble offered a great mix of features for the price. We have gained productivity and improved customer service. We can serve more customers more quickly. And, we are better able to track the productivity of our representatives. When we bought the *Noble Solution*, we had 5 offices. Today, we have 21 offices and take about 1,500 calls a day and make about 10,000 to 15,000 outbound calls a day. ”

Richard Volel
Call Center 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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