

## Lifeline Industries

Lifeline Industries manufactures, distributes and sells household products and the gross revenues from sales continue to exceed expectations. For more than ten years, Lifeline was in a simple manual dialing environment. They recently migrated to a predictive dialing system with incredible success and fantastic results. Since March of 1999, Lifeline has been using the state-of-the-art Noble complete call center solution from Noble Systems. Their sales have increased by over 300% since switching to Noble.

Mike Zampieri, President of Lifeline Industries was delighted to say, "This was a very serious purchase for Lifeline and we reviewed several vendors. It came down to a choice of two and we put them head-to-head. The Noble Systems dialer was installed for a test run and then the other vendor did the same several weeks later. After three weeks of work trying to get the competing system to work as promised and to approach the functionality of the Noble solution, we pulled it out and stayed with Noble. The Noble Systems people arrived armed and ready with the hardware and custom software tested exactly as promised, to begin the call process. The comparison soon was no comparison. We had several requirements and Noble gave us all the features we asked for. The other system dialed OK when it was up, but the Noble platform is truly a management tool, as well as a superior dialer. Noble Systems had a great reputation, good references and was quicker to install. The price-to-value ratio was also better than the four others we reviewed."

Noble Systems was diligent during the installation process to ensure a smooth transition. Training was comprehensive and for any support issues, Noble Systems is always available to resolve operational questions. Lifeline soon discovered that Noble helped the hiring and staffing process substantially. "Our agents love the dialing system and we are able to keep the best agents in the marketplace because of the Noble dialer. We also gained some real efficiency as a result of streamlining the internal workflow process. Noble Systems created a seamless interface to our legacy system. Processing orders and importing them directly into the existing system from Noble helped us reduce staff and payroll costs. These people now can work in the area of generating and collecting income and revenue rather than in operations," said Zampieri.

Noble Systems offers several other advantages to Lifeline, including controllability, better customer service and compliance to all the industry legislation and statutes. Lee Prine, the operations manager at Lifeline, said, "We are doing three times the work now with half as many people and customer is better."

### Summary:

Located across the country, Lifeline Industries has eleven call centers and a thriving network of people selling products nationally, keeping them productive, independent and proud of it. The Noble contact center solution helps the company manage its outbound sales activities.

**Industry** | Manufacturing & Sales

**Applications** | Outbound Telemarketing & Sales Database Management, Online Transaction Processing

**Solutions** | Outbound Dialing, Blended Inbound, Outbound, List Management, Database Storage, Real-time Reporting, Transaction Validation, Switch Interface, Database Integration

**Stations** | 200

Lifeline had some requirements that the Noble solution easily satisfied. Lifeline needed some customization and has high security standards of its data so that the agents and call center managers cannot make any unauthorized system changes or copies of the data. The corporate management has full control of all aspects of the dialer based on their sign-on. "I can run any one of my call centers from any phone in the world. Noble Systems allows us to manage our business with much tighter controls over our systems and personnel. We are able to restrict the available functions to the call center and control everything from our headquarters. This is critical for us in maintaining security and consistency among the call centers," Zampieri observed. "The platform is very stable and we feel the Noble dialer operates better than any other dialers we saw in the market. In my opinion, any business-person with a mission critical objective would be taking a huge risk by choosing a less expensive 'Windows only Based' call center system. In this business, downtime is like death. Our total operation is spread out nationally so reliability is absolutely critical and we must be able to manage the dialer from any remote location."

"As a matter of fact, one of my call center managers had a medical emergency and I actually ran the call center from a hotel room for three hours! None of the competitors that we saw offered this feature except on a very limited basis and their functionality was not only convoluted but quite comical. We are always close to the system regardless of our physical location. We use this feature every day, it is the manager of the managers and our eye in the sky," Zampieri concluded.

Lifeline Industries continues to enjoy success from recent growth. "We are also adding Noble's *Digital Recording System (DRS)* to all of our sites and they have done a great job of customizing this to suit our exact requirements. Long term, the plans at Lifeline are exciting and we are confident that continued growth will lead to several additional systems in the next year or so," stated, Zampieri.

James K. Noble, President of Noble Systems added, "Lifeline has specific needs that included managing numerous remote sites with a high degree of security and that was a great fit with our product. Because of the advanced design of Noble Systems Noble technology, we manage multiple remote locations better than any other vendor. Allowing tremendous ease of use combined with a high degree of system security, and Lifeline uses these capabilities extensively."

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**Mike Zampieri**  
President

#### 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](http://www.noblesys.com).

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