SUCCESS STORY

Lighthouse Credit Foundation offers diverse strategies to consumers for debt management and debt settlement. Lighthouse was formed by a group of talented business leaders who have over 50 combined years of experience in several financially-related fields, such as operating debt management organizations, telemarketing companies, non-profit organizations, and mortgage and refinancing companies. These managers developed a team that is well-qualified to meet the challenges everyone faces when attempting to achieve financial success in today's world.

Based in Largo, FL, Lighthouse selected the *Noble® Solution* to improve the efficiency of its outbound telemarketing programs. The flexibility of the system was key to Lighthouse, helping them preserve the investments the company had made in existing equipment while allowing the group to increase agent talk-times and productivity. Since its original purchase of a 12-seat Noble SBS (small business system), the company has expanded its platform to a 70-seat Noble Enterprise solution to support its ongoing growth.

In addition to powerful predictive dialing features, such as flexible call pacing that allows the group to set pacing by agent group and by campaign, and automatic screening of busies, no answers, and disconnects, Noble gives Lighthouse advanced features to help them optimize their lead generation, collections, and customer service programs.

The unified platform includes inbound call routing that helps Lighthouse manage incoming calls for customer service. The system integrates with the company's existing NEC NEAX PBX through the use of floating stations, which connect through the PBX. This allows them to save money by working with the legacy phone system to seamlessly transfer calls between NEC and the Noble queue, rather than forcing Lighthouse to replace its phone system.

"The *Noble Composer* workflow management tool is one of our favorite features of the system," says Graham Annett, Director of Marketing for Lighthouse. "It is so easy to create new campaigns or to modify existing scripts, and we can make changes while the programs are live and in production, rather than having to ask our agents to log-off and lose productivity waiting for the updates to be loaded. The graphical interface is intuitive, allowing us to build customized agent desktops quickly."

Noble's open design also supports integration to CreditSoft, the company's backend CRM software for debt consolidation. This interface automatically pulls the customer record from the database and pushes it to the agent's desktop through the Composer script, helping to unify the agent desktop and streamline agent activities, reducing the amount of time spent clicking around or typing in customer names or account numbers to try to find their records. Agents can focus on talking to customers and have access to the customer's information to assist them more quickly.

The Noble solution includes automated messaging for answering machines, and Lighthouse is working to give each message a personal touch. Rather than using the system to screen out answering machines – which Noble does with 95%+ accuracy – the calls are passed to agents. Agents use Noble's patented *Personal Script* technology to pre-record a standard message on the system. When a call goes to an answering machine, the agent terminates the call using an agent-specific code, and the system automatically plays the agent-specific

Summary:
Lighthouse Credit Foundation provides debt management services with a team of professionals that understand the daily challenges faced by its customers, especially in today's financial environment. When looking for contact center technology, Lighthouse selected Noble Systems. More than just a technology vendor, Noble Systems is a true partner who understands the daily challenges of the contact center. As Lighthouse has grown, so has its Noble platform, expanding from an entry-level 12-seat system to an Enterprise solution of 70+ seats.

Industry | Debt Management & Settlement

Applications | Lead Generation, Collections, Customer Service

Solutions | Outbound Predictive Dialing, Inbound Blending, Custom Desktop Design, IVR, Automated Messaging, Quality Assurance & Monitoring, Real-time Reporting & Management, Integration to NEC PBX & CreditSoft

Stations | 70

message, in the agent's own voice, creating ownership of the prospect and a more personal relationship.

Lighthouse's Noble system was tailored to meet their business needs, and includes *digital call recording* and *IVR* (interactive voice response). Digital recording files can be used for agent training, quality assurance, and compliance purposes. The IVR tools allow the system to route calls more efficiently based on customer responses to a menu of options. And, *IVR Virtual Assistant* helps improve the customer's experience while a call is on hold by announcing wait times and by offering the customer the chance to enter a request for a callback as soon as an agent is available.

The *Noble Maestro* portal for complete center management includes live monitoring of statistics and calls, as well as real-time reporting for current results and historical data. "We really like the functionality of Maestro. It puts all of the tools we need to manage our agents and programs in one place," observes Annett.

As Lighthouse has continued to add seats and new features, the *Noble CARE* team has provided on-going training, implementation, and technical support services. Annett says, "We recently made a significant upgrade to add seats and to add the newer management software tools, and the training and implementation program was excellent. Our Project Manager at Noble Systems helped us outline a project plan that included a timeline and the resources and steps required to make a smooth transition. The Support team is always available when we need technical assistance, with live people on the phones during standard support hours and the 24x7 escalation process for emergencies." Lighthouse is also a member of the Select Noble Users Group, attending the annual SNUG Conference, meeting with other users to learn about new ways to use the system for greater advantage.

Noble also enables Lighthouse to take advantage of new opportunities for revenue. Annett explains, "The Noble platform gives us so much capacity for our contact center, that we can add additional seats while maintaining system performance. With the ability to support additional call volumes, we can offer services to other companies in our area. Right now, we are working with another local company to give them remote access to agent seats that we are not currently using, sharing the system to further increase efficiencies while offering an additional revenue stream." With Noble Systems as its contact center partner, Lighthouse Credit Foundation can continue to build its customer relationships and grow its debt management business.

" The flexibility of the system and the ability to integrate with our existing systems is key to our contact center technology needs. We enjoy using Composer, which makes it easy to create new campaigns or to modify existing scripts. And, Maestro gives us a one-stop portal for managing agents, lists, and resources. "

Graham Annett
Director of Marketing

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