



Ohio AFL-CIO

Since merging the state's craft and industrial unions in 1958, the Ohio AFL-CIO has been working to promote public policy issues that benefit working families, and educate our members on labor-related issues. The Ohio AFL-CIO represents 800,000 union men and women through 48 international unions and 1,600 local unions. Polling, fundraising, and political and legislative action are crucial functions for the organization. Often operating at a grass-roots level, staying in touch with members to represent their interests is at the heart of its programs. The *Noble Contact Center Suite (CCS)* helps them manage their campaigns and membership activities.

Jason Perlman, Communications Manager, was a part of the team that selected the CCS platform. "Ohio did not have a system in-house, and often outsourced their activities," Perlman observes. "Sending work out-of-state to contact our members wasn't very efficient. I had experience using an automated system and wanted the flexibility and control that owning our own solution would bring. We looked at several systems and found CCS to be the best fit for our needs."

The Ohio AFL-CIO uses CCS' *outbound dialing and inbound blending platform* to manage multiple programs for the membership base, including surveys, "patch thru" calls from members to other offices, political campaigns, and member-to-member communications, as well as for outreach campaigns to the general public to highlight issues. The integrated IVR (*interactive voice response*) tool is used for both inbound and outbound calls to handle more contacts with fewer resources.

One of the key benefits to the CCS platform is its ease of use. Perlman states, "The system is very easy to use, but also very feature rich. I am not a technical person. I just know what I want to do, and the system lets us do it. It is easy to manage. We can have multiple locations calling off of the same lists, capturing the same data in a consistent manner, rather than gathering it in different ways at each site and then trying to put it all together. And, we can do more with the same number of people."

"The system is also very easy for our agents to use," says Perlman. "Most of our calling is done on a volunteer basis, so we need something that makes it very easy for people to come in and get on the phone. The dialer makes them feel much more productive, since it screens out non-connect and they spend time talking to people and not dealing with busy signals, disconnects, or answering machines."

Perlman continues, "An example of this is that we had a group of volunteers come in that were all older and did not have a lot of experience working with

Summary:

The Ohio AFL-CIO fights for working families, brings economic justice to the workplace, and works to achieve social justice for all Ohioans. The organization joins together over 800,000 union members to provide its collective power. When the group decided to add an automated solution to manage its membership communication programs, it selected the *Noble CCS* solution.

Industry | Political Advocacy

Applications | Surveys, Polling, Member Services

Solutions | Outbound Predictive Dialer & Inbound Blending, Customized Scripts and Agent Desktops, IVR, Remote Agents, Real-time Reporting & Management

Stations | 37

PCs. After just a few minutes, they were making calls and talking to members, and all of the data was being captured as they talked and updated automatically. The system removes the stigma of working on a phone bank, so that they are more willing to come back and do it again.”

Another favorite feature for Ohio AFL-CIO is the system’s capacity to support *Remote Agents*. Perlman explains, “We are a statewide organization, so the ability to take the system ‘on the road’ is a huge plus. We can set-up offices locally in different areas and talk to people within the community – giving us greater visibility and a local connection. This really helps our grassroots communication efforts. We can take it anywhere we need it, from city to city, and don’t have to pay someone else who is somewhere else to do it.”

Should an issue arise, the CCS Support Team is just a phone call away for assistance. “The support group is always very helpful. They are patient in understanding the question and its impact on your business and in working through the process to resolve it,” says Perlman.

With the help of the CCS platform, Ohio AFL-CIO is able to support its membership with more programs and better communication. “Everything that we do is easier and more productive than doing it the old way. You can see the results within 15 minutes of getting on the system. Perlman concludes, “The system has really helped us improve the image of our organization, and we couldn’t be happier. In fact, we just added several additional seats, and we are anticipating more than doubling our number of stations within the near future.”

“ Everything that we do is easier and more productive. I am not a technical person. I just know what I want to do, and the CCS lets us do it. It is also very easy for our agents to use and makes our volunteers feel much more productive. The system has really helped us improve the image of our organization, and we couldn’t be happier. ”

Jason Perlman
Communications Manager

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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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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