

STORY
SUCCESS

Olan Mills Inc.

Olan Mills utilizes a specialized approach to quality and service that makes them the family's choice for studio portraits. When the company was looking for a contact center system to help them improve customer contacts and reduce costs, they found that same commitment to quality and service in the Noble® Solution. With Noble, Olan Mills is reaching more customers while lowering costs per call by 65% or more.

Olan Mills is one of the nation's leading portrait photography companies, with hundreds of studios located throughout the U.S. and a state-of-the-art production facility at its corporate headquarters in Chattanooga, Tennessee. Founded in 1932, Olan Mills Inc has a deep-rooted history and continues to lead the industry in innovation and quality. Olan Mills serves families, churches, and other organizations, through two nationally recognized distinct divisions: Studio Portrait Division and the Church Directories Division.

Olan Mills was looking for a way to improve the management of its Church Pictorial Directory services. To match the services offered by its competitors, the company needed a way to efficiently contact families that had not yet scheduled a sitting for their Church Directories and get them to make an appointment. "We were doing manual dialing and appointment setting, which was very expensive," recalls Mike Davis, Director of Turnkey Operations. "We needed a system that would help us provide turnkey services for our Church clients in a cost-efficient method."

Davis continues, "We started to look at several contact center vendors, and we found two that had strong dialing systems. But, only Noble Systems offered an appointment management solution, not only to schedule a time and date, but also to make reminder calls. After spending some time working with another system and dealing with problems that resulted in losing dialing time and costing us more money, we knew that Noble was the solution we wanted. They worked with us to create a system that would meet our needs."

"We were excited to implement the Noble® Solution in our appointment center," says Stephen Kraus, CIO. "We felt that Noble's extensive blended inbound and outbound functionality offered us an opportunity to significantly improve our service to our customers while giving us a single system. We also found the price of that functionality to be very reasonable when compared to the other options we explored."

Olan Mills has implemented the mid-sized Noble Fortress platform in its Chattanooga-based contact center to



Industry	Consumer Products
Applications	Appointment Setting
Solutions	Fortress Solution, Blended Inbound and Outbound, Composer, Maestro, IVR, Text to Speech, Agent Monitoring, Call Recording, Software Integration
Features	Outbound Predictive Dialing, Inbound ACD, Custom Desktop Design, Interactive Menus, Automated Messaging in English and Spanish, Quality Assurance & Monitoring, Real-time Reporting & Management, Integration to PBX
Stations	30

“ With Noble, the cost per appointment has dropped almost two-thirds, and we can do reminder notices for one-tenth of the previous cost. Dropped calls have virtually disappeared. We averaged 3 hours per week of downtime with another system. With Noble, we have 99%+ uptime. Noble’s combination of functionality and value should put Noble Systems on the ‘short list’ for anyone looking for solutions in the telecommunications equipment arena. ”

Mike Davis
Director of Turn Key
Operations

Stephen Kraus
CIO

handle *blended inbound and outbound communications* with its customers. Noble’s unified solution gives Olan Mills a single platform to increase the productivity and efficiency of their call center.

Noble *Composer* gives Olan Mills an Agent Desktop interface that is easy to use for agents and managers alike. *Composer Agent* puts all of the information that the agents need on their desktops, including customer information and appointment setting tools, and the *Composer Builder* tools allow managers to create and modify campaigns quickly and easily.

The powerful outbound features help agents talk to more live customers with predictive dialing and blended inbound routing. The integrated *Noble IVR* and *Text-to-speech* features support broadcast outbound messaging to leave reminder messages about sitting times with customers in agent-free campaigns, saving time and resources.

appointment was \$3.50. Each reminder call was 10 cents. With Noble, the cost per appointment has dropped almost two-thirds to only \$1.25, and we can do reminder notices for a penny a call – a 90% savings. And, our dropped call rate has gone from 12% to 0.1% – dropped calls have virtually disappeared.”

Noble also offers Olan Mills a reliable platform that helps keep productivity rates at their peak. Davis states, “I have a part time team of agents working from 6:30pm to 10:30pm and we can dial 10,000 to 14,000 numbers a night with ease. Our downtime with the other dialing system was at least 3 hours per week. With Noble, being out of service is a rarity.”

Noble Systems backs its award-winning solution with industry-leading technical support and client services. The *Noble Care*® team is always just a phone call away to assist with issues – 24 hours a day for emergencies – and the majority of calls can be resolved either through customer training or through remote services. “I would recommend this system to anyone that is involved with a small or large phone room. The support is TEN on the scale of one to ten,” comments Davis.

“Noble’s combination of functionality and value should put Noble Systems on the ‘short list’ for anyone looking for solutions in the telecommunications equipment arena. We look forward to working with Noble Systems in the future to address other challenges Olan Mills faces in communicating with our customers,” says Stephen Kraus, CIO of Olan Mills Inc.

The company’s tailored solution includes *Noble Recorder* for digital recording. The system also offers quality monitoring tools and the comprehensive *Noble Maestro* management and reporting suite that gives managers instant access to real-time statistics.

“The cost savings we are achieving from Noble Systems is amazing,” Davis observes. “With manual dialing, I had 60 agents working from home for six months, and the cost to set an

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 2,000+ client installations worldwide using the award-winning Noble® platform for inbound/outbound/blended communications. The scalable, integrated Noble Solution includes 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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