

## One Stop Communications

*One Stop Communications selected the contact center technology suite from Noble Systems to replace its existing workstations. The company has already upgraded 36 stations to Noble to manage its telesales activities, and looks forward to converting the rest of its seats in the next few months.*

One Stop Communications is a local and long distance carrier based in Las Vegas, Nevada. The company's telemarketing representatives make sales calls to sign up new customers for telecommunications service.

One Stop Communications was using a predictive dialer for making outbound sales calls, but needed a product with more functionality. The decision to upgrade to the Noble solution was extremely easy, according to Kelly Leavitt, the company's Vice President. The fact that the product has so many integrated features - such as digital recording, list management and the unique and easy-to-use *Dynamic Campaign Builder* (DCB) -- gave Leavitt an instant affinity for the system.

"Everything about the upgrade is wonderful," Leavitt says. "Having used another vendor's system, I can truly see all the added value and the huge amount of features we get with our Noble solution."

The List Management component of the Noble solution gives Leavitt the ability to use every list she

buys to its full potential. The ability to merge lists based on area code or status code has allowed the company to realize a new level of efficiency in prospecting and qualifying sales leads. "We can dial our lists right down to the very last number," Leavitt observes.

A favorite feature among Noble users is the *Dynamic Campaign Builder* (DCB), a software program that enables managers to create sophisticated, custom calling campaigns with point-and-click ease. "We are sales people, not technical gurus," Leavitt explains. "I

### ONE STOP

#### CLIENT PROFILE

<b>Industry</b>	Telecommunications
<b>Applications</b>	Sales
<b>Solutions</b>	PDS, Dynamic Campaign Builder (DCB™), Digital Recording System (DRS), Perfect Script™
<b>Features</b>	Outbound Predictive Dialing, Call Recording, List Management, Real-Time Reporting, Pre-recorded Script Technology, Quality Assurance, Custom Script Building
<b>Stations</b>	60

*" I can truly see all the added value and the huge amount of features we get with our Noble solution. It is easy to use and we are saving hundreds of thousands of dollars. "*

**Kelly Leavitt**  
Vice President

love the fact that I don't have to know programming to build campaigns. My sales managers can run the campaigns easily as well, and we can add to them or adjust them as needed, without waiting for a technical employee to be available." Leavitt also likes the graphical reports she can view in real time, giving her an instant look into the status of each campaign.

Since the Noble solution comes equipped with a *Digital Recording System (DRS)* option, integrating a third party product for recording calls was not necessary. "We have digital recording on all 36 of our stations, and we record every call in compliance with FCC regulations," Leavitt happily reports. Storage and retrieval of the recordings are also very simple and efficient.

One Stop Communications has seen definite financial benefits since implementing Noble. "We have saved hundreds of thousands of dollars in FCC fines by using the digital recording feature," observes Leavitt. "And, because it's so easy to use," Leavitt continues, "we don't have to pay technical experts \$10,000 each time we want to download a list into the dialer. With our old system, it would take 10 days at \$100,000 per day to build a campaign. Now I can build it myself using DCB."

One Stop Communications' goal is to have all 80 of their stations using the Noble contact center solution within the next three months. The company's new division will use blended stations, a Noble feature which allows agents to receive incoming customer service calls in between making outbound calls on the predictive dialer. The state-of-the-art division will also make use of Noble Systems' exclusive, patented *Perfect Script™* product, a program in which agents pre-record segments of the call script and play it during any portion of the call, ensuring the best possible script delivery, call after call.

Leavitt sums up her experiences with Noble Systems and the Noble suite: "We were attracted by all of the many features when we decided to upgrade to Noble. Working with Noble Systems' support team has been exceptional. We would never consider using any contact center technology other than the Noble Systems solution."



#### ABOUT NOBLE SYSTEMS CORPORATION

Noble Systems Corporation is a global leader in contact center technology solutions, providing innovative products since 1989. Tens of thousands of agents at hundreds of client installations worldwide conduct business 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](http://www.noblesys.com).

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