



## Rigid Building Systems

Rigid Building Systems was founded in 1990 in a joint effort by its owners. Since its inception, Rigid has become the fastest-growing pre-engineered building systems manufacturer in the United States, thriving not only in the American market, but also in the global market. In addition to its corporate headquarters located in Houston, Texas, Rigid is opening a new factory in Gadsden, Alabama in 2007. Rigid's unprecedented growth is a direct result of a philosophy of sound business practices that has not changed since Rigid's establishment. Rigid Building Systems believes in delivering a quality product at a competitive price and offering a professional, individualized service to each and every client.

Rigid Building created the 'Rigid Authorized Builder' Program to build a network of business partners to sell the company's building products for large and complex projects. The program is supported through business-to-business calling to construction companies to identify and qualify new partners. "We were dialing prospects manually, which was not very efficient, and made it difficult to organize and coordinate our marketing campaigns," states Scott McRae, Director of Builder Development. "We wanted to implement an automated system that would help us become more productive, more efficient, and more organized in our marketing activities."

"We had been looking at technology solutions for a while before choosing Noble Systems," McRae says. "Overall, the *Noble™ Solution* was just a better system. It had more features and built-in functionality that could really help our business. The integrated database was also a big factor for our marketing efforts." With Noble, Rigid could build a custom platform that meets its current needs, and that can grow with the company, rather than being boxed into a standard system.

The flexible Noble platform supports outbound dialing for Rigid's business-to-business programs, screening out unanswered attempts and passing live calls to agents. When an agent identifies a prospect, they use an on-screen cold call presentation to qualify the builder. Call scripts are built using Noble DCB™ (*Dynamic Campaign Builder*), which allows managers to design new scripts and modify existing ones without the need for complex programming. Qualified prospects are dispositioned for follow-up to send the candidate further information. The system also interfaces with Rigid's Avaya PBX and can support call blending for inbound contacts.

Noble's suite of integrated features includes digital recording of calls with *Noble DRS*. "The digital recording is a great feature which helps us improve quality," explains McRae. "We use the system to record a sampling of all calls, which we then use for training purposes. We can review agent's interactions to see where there is room for improvement."

### Summary:

Rigid Building Systems is the fastest-growing U.S. manufacturer of pre-engineered building systems. Working with commercial, industrial, and institutional customers, the company offers professional, individualized service to every client. When looking for a contact center technology solution to manage its outbound business-to-business prospecting programs, Rigid chose the *Noble® Solution*. Like Rigid, Noble Systems works with each client to create a customized solution to meet the organization's unique business needs.

**Industry** | Manufacturing

**Applications** | B2B Lead Generation & Prospecting

**Solutions** | Outbound Predictive Dialing, Custom Agent Scripting, List Management & Built-in Database, Real-time Reporting & Monitoring, Call Recording, Integration to Avaya PBX, Call Transfers

**Stations** | 20

The Noble Solution offers tools for managing lists and campaigns. The built-in ATOMIX™ database allows users to load lists for dialing, and stores all call activities and results with each contact record. McRae says, "We like the database and list management capabilities, which help us plan our marketing programs." List Builder and Campaign Setup functions help managers create filters and specific queries and then assign lists to campaigns for calling.

*Noble DCR™ (Dynamic Center Reporter)* delivers a real-time command center for reporting and monitoring. Managers can view agent status and see performance results. List Reports show penetration and dispositions by campaign to analyze list effectiveness. And, Campaign Reports show call results and activities by program.

Noble Systems offers project management assistance for the customization, implementation, and training for each new system. On-going 24x7 technical support is also available through the *Noble Care®* services team. "The support group at Noble has been extremely good," observes McRae. "They are very knowledgeable about the product, and really work with us to find the right solutions and to keep us up and running."

The Noble Solution gives Rigid Building a powerful platform to manage its Authorized Builder program. With automated calling, agent desktop tools, and call recording, Rigid can improve agent productivity and performance. The system's database and list management features also are giving the company an advantage. McRae says, "The biggest benefit we have seen is in organizing our marketing efforts to prospect for new builders. We can really optimize our lists and communications and track results." With Noble Systems as its technology partner, Rigid Building Systems has a valuable resource to help it stay at the forefront of its industry.

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**Scott McRae**  
*Director of Builder Development*

#### 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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