



## Spectrum Services

Spectrum Services, based in Norcross, Georgia, performs market research and customer service programs for auto dealerships. Founded in 1985, this service bureau helps companies gain customer feedback and create loyalty programs. Spectrum's call center can follow up on every customer that comes in contact with a business to identify individual concerns, spot emerging trends and dissect complaints, and to make suggestions for process improvements that improve its clients' bottom line profitability and success. In addition to servicing automotive accounts, Spectrum also works with public utility companies, hospitals, and political campaigns.

The company recently upgraded its call center platform with the solution suite from Noble Systems. Susan Taylor, Call Center Manager, states, "Our old dialer was performing adequately, but we were not very happy with the vendor's customer service. And, they were forcing us to upgrade our system, at an outrageous cost. So, we decided to look at other options."

"We selected Noble Systems because they offered a complete solution that really fit everything we were looking for," Taylor continued. "We liked the fact that they were close, and everyone we dealt with was extremely competent and accessible. We also wanted a system that would integrate with our Oracle® database, because we needed to be able to work with our fulfillment center."

Spectrum is using Noble to manage outbound dialing for its market research programs. Noble Systems worked with the company to integrate the system with its existing environment, letting the company use its current technology rather than spending money to replace it. Taylor describes the integration, stating, "We have customized screen pops for each question in the survey, which pulls information from the database to populate the dealership and type of vehicle. Our researchers can select an answer from a pick list, so that it is very easy for them to use. By creating a custom agent desktop that emulated our old system, with a similar flow, Noble Systems made the transition very easy. It only took us five minutes to train the researchers on the system."

Another benefit of the Noble solution is its user-friendly design. "The system is just easier to use and manage than our old dialer was. We can make program changes quickly, such as adjusting the dialing speed or adding/ deleting lines. And, it is so easy to understand and to learn. By making on-the-fly modifications, we can really fine-tune our programs. If we aren't meeting our goals, we can adjust one parameter or another, and view the real-time results, so that we know

### Summary:

Spectrum Services works with companies to build, maintain, and improve customer satisfaction and owner loyalty. The market research bureau selected Noble Systems to replace its outdated technology for managing customer survey and loyalty programs.

**Industry** | Service Bureau

**Applications** | Market Research & Customer Service

**Solutions** | Outbound Dialing, Agent Monitoring, Custom Scripting, Real-time Reporting, Screen Pops, Oracle Database Integration

**Seats** | 16

STORY  
SUCCESS

exactly which combination of settings is the best for each individual program," Taylor observed.

Using Noble is helping Spectrum improve its results, which in turn helps it deliver better services for its clients. "As we become more familiar with the system, we are increasing our dialing and hit rates," explained Taylor. "We are completing more surveys per hour, which is important to our clients. And, our researchers like the system better than our old one. Because of its flexibility, we were able to make customizations and add new features that make it easier for them to use."

Taylor speaks highly of Noble Systems' support team: "When we call for support, the attitude is like day and night, compared to our old vendor. Noble Systems support team is extremely helpful and responsive. Because we have a lot of customizations, there is usually some research involved to find a solution. But, we always receive a return call in a timely manner."

One of the strongest aspects of their new system is Spectrum's relationship with Noble Systems. "We are really impressed with the entire team at Noble Systems," Taylor remarks. "The people are really helpful and great to work with. Our transition was a lot easier than we expected it would be. Our account manager understood our needs and was always able to put us in touch with the right people to answer our questions. And, they were able to articulate ideas very well, in terms that we could all understand. We went through six very frustrating months when we installed our last system. But, with Noble Systems, the entire process was done with no downtime and no data loss."

"The system is easy to learn and to understand. Our dialing and hit rates are increasing, and we are completing more surveys per hour. The integration to our existing system is great, and saved us time and money. Our transition to Noble Systems was completed with no downtime and no loss of data."

**Susan Taylor**  
Call Center Manager

#### 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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