

## Starwood Vacation Ownership



Starwood Vacation Ownership (SVO) provides upscale villa resorts in some of the most sought-after vacation destinations in the world. Through SVO's Starwood Vacation Network ("SVN"), its members have access to other Sheraton and Westin Vacation Ownership Resorts and to the Starwood collection of more than 750 hotels and resorts in over 80 countries as well as thousands of other destinations around the globe.

Starwood Vacation Ownership manages its customer service and reservations programs from a contact center environment. Starwood's call centers also focus on the sales of vacation packages to generate prospects for its sales centers. The resort organization was using a predictive dialer engine that did not support the new legislative regulations enforced by the Federal Trade Commission. In order to gain the ability to comply with FTC guidelines, Starwood took the opportunity to not only help them meet the new requirements, but also to take advantage of the latest technology advantages.

After exploring several vendor offerings, the company selected the sophisticated contact center technology suite from Noble Systems. The purchase decision was based on many factors, including the value and features included in the core system. Starwood found the Noble solution to be more robust than other systems in the same price range.

The Noble technology platform also offers Starwood the ability to manage its outbound and inbound programs in a single, blended environment. This allows the company's agents to conduct telemarketing campaigns while receiving incoming calls for reservations and customer service. This integrated platform helps Starwood increase the efficiency of its agents and build productivity.

Starwood is also using the *Digital Recording System (DRS)* from Noble Systems. With DRS, agents can record calls, or portions of calls, for quality control and sales verifications. Recording can be started automatically, or at the touch of a button. The voice files are then stored and can be retrieved quickly and easily for review.

The integrated *Interactive Voice Response (IVR)* features also help Starwood improve productivity in the center. With IVR, the company can offer touch-tone menus that make call routing more efficient, ensuring that calls are sent to the right agents and reducing the need for transfers.

### Summary:

Starwood Vacation Ownership is one of the world's premier vacation ownership developers, offering upscale packages and accommodations in some of the most sought-after vacation destinations. Starwood Vacation Ownership uses the power and efficiency of the Noble Systems contact center technology suite. The solution gives them digital call recording and integrated voice response (IVR) in a single, unified platform.

**Industry** | Resort Development & Marketing

**Applications** | Telemarketing Customer Service, Reservations, Travel Agency

**Solutions** | Outbound Predictive Dialing, Blended Inbound Calls, Universal Queue, Custom Script Builder, Call Recording, IVR, Real-time Reporting, Compliance

**Seats** | 192

Starwood also benefits from the system's powerful reporting and tracking tools. The *Dynamic Center Reporter* (DCR™) management component allows users to instantly access call information in an intuitive, point-and-click interface. The Agent Station views make it easy to view any particular agent at any given time, showing their current status and call results on-screen. All reporting information is pulled directly from the integrated database in real-time, for up-to-the-second data accuracy.

Noble Systems also supported Starwood's implementation with complete training and project management assistance. With hands-on, on-site training, the company was able to put its training to work almost immediately. In an environment that is constantly changing, Starwood appreciates the training curriculum, which taught them how to build custom scripts in the *Dynamic Campaign Builder* (DCB™), implement the scripts, and make modifications to programs without hurting production.

With the Noble Systems solution, Starwood has been achieving its goals of regulatory compliance and increased production. Since installing the system, they have moved from a dialer that was not FTC compliant to one that is, while adding new technologies. The NSC integrated platform has allowed Starwood to reduce lead usage by 40% and abandon rates by 80%, all without losing productivity.

Noble Systems offered Starwood a contact center solution with more features than similarly-priced vendors. The blended environment and integrated scripting and reporting tools help the company manage its contact center programs. With Noble, Starwood has achieved FTC compliance without losing productivity.

**Starwood VO**

#### 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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