



United Steelworkers

Founded in 1936, the United Steelworkers (USW) union represents 850,000 workers in the United States and Canada employed in the industries of metals, rubber, chemicals, paper, oil refining and the service sector. The USW's Political Department provides issue and candidate advocacy for its members, focusing on important work-related issues like health care, job security, workmen's compensation, contracts, safety, the environment and retirement.

Polling, fundraising, and political and legislative action are crucial functions for the USW, and keeping in close contact with its members is key to the success of the political advocacy team. After trying a number of different call center systems over the years, USW selected the *Contact Center Suite (CCS)*. Kyle McDermott, National Field Director, states, "We had installed a dialer, but after spending considerable time trying to get the system to work properly, it just wasn't meeting our expectations, and we decided to look elsewhere for a solution."

"We met with several vendors, and viewed demonstrations of a number of systems," says Eric Russell, Call Center Coordinator. "We decided that CCS was definitely the best fit for our organization. We needed a company who understood our needs. The other vendors used examples of insurance and sales companies to try to explain their system, whereas the Noble team understood our needs as a political entity. And, their experience with unions and advocacy work made them the right match for us. Not only were we offered a system that met our immediate needs, but they understood where we wanted to go moving forward and were willing to help us build a system that was unique to our growing organizational capacity."

The *Contact Center Suite* offers a complete set of tools and technologies to manage contact center programs and activities. Outbound, inbound and blended call management features offer the ability to handle communications more efficiently. The powerful Management Console gives managers project control and reporting tools to coordinate campaigns, view results, and access statistics to make informed real-time decisions.

"We primarily use the survey technology to talk to our members about issues and candidates that will have an immediate and lasting impact on their daily lives," McDermott observes. "We use the data we collect to build what most companies would call marketing materials (mail, leaflets, talking points, etc.) We also use the survey technology to gauge our members' support of political candidates, so that when the union makes an endorsement it is doing so on behalf of the members. The system is also very helpful because we are able to collect initial information from our contacts, and create future calls related to their interests/concerns."

USW takes advantage of CCS's range of contact center tools. "In addition to the dialer, we were able to get a number of built-in features that are valuable to our business," explains Russell. "We use the IVR for automated programs, such as notifying members of events and conducting membership surveys. If they choose, members can press a button to transfer to a live agent for a more personal interaction. We can build stronger relationships with our members."

Summary:

United Steelworkers (US) promotes job security, healthier and safer workplaces, better benefits, and fair labor practices for over 850,000 members. After reviewing and trying other dialing solutions, the USW Political Department chose the *Noble Contact Center Suite* as its contact center platform. CCS is helping USW reach more people and manage its member campaigns more successfully.

Industry | Political Advocacy

Applications | Surveys & Member Services

Solutions | Blended Outbound Dialing & Inbound Service, Customized Scripts & Agent Desktops, IVR, Real-time Reporting & Management, Integration to Cisco PBX and SQL Server

Seats | 30

STORY
SUCCESS

"The Reporting tools are also very good," Russell says. "We can easily show upper management the results of phone campaigns." Generating and retrieving reports is simple with the library of standard report templates and customization tools.

In addition to delivering a unified contact center platform, CCS's open *Communication Framework* gives USW the ability to integrate with the union's existing software and systems. Justin Allison, Call Center Technician, comments, "We had an existing SQL Server membership database, and CCS interfaces directly with it for uploading phone lists and data collected from surveys. The system also works with our Cisco console for live agent campaigns. This is very helpful, as we didn't need to spend the time or money to replace these systems. And, we can also support remote locations from our central office, keeping our organization connected."

"We have worked with other dialer platforms, and CCS makes it so much easier to manage activities and perform routine functions," observes Russell. "The user interface of loading call lists is simple. The agent interface is much improved from our last system. Loading/editing scripts with the *Contact Designer* is easier. And, pulling individual records for reporting purposes is a breeze. The system is also very easy to use – agents and managers can learn how to use the system in a matter of 10 minutes, and are comfortable in no more than a ½-hour."

For system issues, USW has the resources of a complete technical support team. "The Noble support team is excellent," says Allison. "They are very helpful and give informative troubleshooting solutions to help us keep running smoothly."

With an understanding of USW's specific needs as a union and political advocacy organization, Noble provided a solution that is helping the group increase performance and improve its member relations. McDermott says, "Our agents are very satisfied with the system, and there is a short learning curve, so they are able to get to work more quickly. We are reaching a much higher volume of people, and are able to clearly see how successful each campaign was, what hours are best at reaching our membership, and what messages are most effective. In terms of productivity, we have made drastic improvements."

" CCS was definitely the best fit for our organization. We needed a company who understood our needs. We are reaching a much higher volume of people, and have made drastic improvements in terms of productivity. The system is helping us communicate more effectively with our members, so that we can build stronger relationships and represent their needs and interests more accurately. "

Kyle McDermott
National Field Director

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.

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