

GCL Direct Limited

GCL Direct Limited is one of the UK's leading specialist B2B telemarketing agencies. With its unique, non-scripted approach to telemarketing, lead generation and related telemarketing services, GCL has gained an enviable reputation for providing winning lead generation results to B2B clients in the UK and internationally over the last 19 years. The Noble® CCS platform has helped GCL grow its business further with a powerful contact management engine, integrated features, and robust reporting.

GCL Direct Limited, based in Birmingham, UK, specialises in providing tailored campaigns for B2B clients across the IT & Telecoms, Logistics & Materials Handling and Professional & Business Services sectors. GCL's experienced team plans and implements integrated programmes that combine project management, outbound and inbound telemarketing, database development and IT support; market research and direct mail. The outsourcer can undertake any telemarketing campaign from simple Lead Generation to its unique Rolling Programme.

GCL wanted to improve its program performance and management of its clients' accounts. Greville Crowder, Managing Director, says, "We were using Access-based systems, which were not giving us everything that we needed. We did not have call recording, we could not monitor real-time performance, nor measure efficiencies, and occasionally, we had difficulties integrating with some of our clients' systems."

"We were looking for a contact centre solution that was easy to manage and would improve efficiency," continues Crowder. "We wanted to see real-time statistics and to improve telemarketer productivity. We wanted the ability to listen into calls and give clients results and feedback. We were also looking for a system with the flexibility to accommodate our script-free 'intelligent' calling on behalf of our clients."

GCL selected the Noble® Contact Centre Suite (CCS). "Noble gave us all the functionalities and flexibility required for a competitive price," Crowder

states. "Also, it offered a 'solution in a box' from one vendor, not made up of pieces from a number of suppliers."

CCS gives GCL the ability to manage the wide range of its outsourcer service programmes, including Lead Generation, Appointment Making, Reseller Recruitment, Competitor/Prospect Profiling, Pipeline Management, Market Research, Seminar Attendance Support, Database Services: Data Cleaning, Data Building, Database Management, and Corporate TPS Screening. The systems' integrated features include *outbound dialling*, *call recording* and *IVR*. GCL also has *inbound call handling* and *SMS* tools built-in and ready for use on client programmes.



Industry	Outsourcer
Applications	Telemarketing, Lead Generation, Market Research, Database Development, IT Support
Solutions	Contact Centre Suite (CCS), Digital Recording, IVR, Agent & Campaign Monitoring
Features	Outbound Predictive Dialling, Inbound Routing, Integration to Internal Databases, Customised Agent Desktops, Call Monitoring, Real-time & Historical Reporting

“ We have increased data coverage, a higher number of dial outs, more time on the phone, and more decision maker conversations. The centralised Management Console makes it easy to manage from a single point, without needing to have special IT knowledge. CCS is very proficient for measuring and monitoring our agents, and gives us more visibility of performance levels. We have increased efficiency on key performance indicators and the system’s integrated features give us a competitive advantage. ”

Greville Crowder
Managing Director

Noble’s project team worked with GCL to provide integration to external databases, including the company’s proprietary system and the Salesforce.com CRM system. “The integration has proved very popular with our clients and gives us an advantage, and we are finding that more and more companies are using web-based applications. Integration to our internal Access database has also proved very useful,” observes Crowder.

GCL enjoys many of CCS’s features for advanced management of its contact centre. Crowder talks about some of their favourites, saying: “We like the Real time statistics the system gives us, which allow our project managers to see what the agents are doing at any time. The centralised Management Console makes it easy to manage

from a single point, without needing to have special IT knowledge. The Reporting aspects are very strong, giving us insight into what is successful and what needs improvement. The ability to measure dial-outs, time spent on the phone, and messaging results is very valuable.”

“One of the best functions we gained with CCS is the capability to listen to agent calls, both live as they are in progress and later as recordings,” Crowder remarks. “The Monitoring and Call Recording tools really benefit our training and quality control programmes. Recording is especially attractive to our clients, as it allows us to confirm genuine

leads and appointments made by agents, offering accountability of the leads we are generating. This feature alone has helped us to win several accounts.”

CCS also offers the advantages of world-class support services. Crowder states, “The general technical support from the Noble team has been very good, with very quick response times to any issues. Now that we are used to the system and have it working the way that we want it, we have very few technical issues, helping us maximise our uptime.”

With CCS, GCL Direct has been able to increase the efficiency of its programmes, improve the management of its contact centre activities, and provide better results for its clients. “The use of call lists allows us to really target our calling, for example concentrating on specific sectors and assigning specific employees. We have increased data coverage, a higher number of dial outs, more time on the phone, and more decision maker conversations,” observes Crowder. “The system is very proficient for measuring and monitoring our agents, and gives us more visibility of performance levels and we can quickly identify messages that work or do not work. Overall, we have increased efficiency on key performance indicators and the system’s integrated features give us a competitive advantage to help us win – and keep – more business.”

ABOUT NOBLE SYSTEMS CORPORATION

Noble Systems Corporation is a global leader in contact centre technology solutions, providing innovative products since 1989. Every day, millions of customer contacts are made by agents at 2,000+ client installations worldwide using the award-winning Noble® platform for inbound/outbound/blended communications. The scalable, integrated Noble® Solution includes advanced ACD and predictive dialling; unified contact processing for voice, email, and web; and integrated IVR, digital recording, messaging, quality control/monitoring systems, scripting and workflow, workforce management, and real-time reporting and management tools. Call +44 (0) 161 772 7100 or visit Noble Systems online at www.noblesys.com.

Copyright © 2009 Noble Systems Corporation. All rights reserved. No part of this document may be reproduced in any form or by any means without written permission from Noble Systems Corporation. Noble Systems, Noble, the n-logo and Amcat are registered trademarks of Noble Systems Corporation. All others are property of their respective owners. While every precaution has been taken to ensure the accuracy of the information contained in this document, Noble Systems Corporation assumes no responsibility for inadvertent errors or omissions. The information contained in this document is subject to change without notice.

Company Registered in England no.03875607. Address: Noble Systems UK Ltd, 11 Commerce Way, Westinghouse Road, Manchester, M17 1HW



Americas: 1.404.851.1331~1.888.866.2538

APAC (AUS): +61 (02) 8222 0500

EMEA (UK): +44 (0) 161 772 7100

LATAM (BR): +55 (11) 2246-2740

www.noblesys.com