

SUCCESS STORY



Swinton Group was formed in 1957 and is now the UK's largest insurance intermediary with a high street presence. Swinton Group Ltd is owned by MMA Group Ltd, with the ultimate parent being a French company - Mutuelles du Mans Assurances I.A.R.D. Swinton has over 560 Retail and Commercial branches located throughout mainland UK and Ireland with a 300 seat inbound call centre based in Manchester, a 250 seat outbound call centre based at Hebble Brook near Halifax, and specialist call centres based in Maidstone, Horsforth and Norwich.

Swinton had an existing dialler in place that was not performing to the levels required and as a result sales performance was not up to its full potential. The contact centre managers at Swinton manage numerous outbound campaigns at any one time and it was difficult on their original dialler to manipulate data when setting up new campaigns or amending existing campaigns.

When the decision was made to find a new supplier, Swinton was looking for a solution to give them improved dialling performance together with alleviating some of the constraints they had around campaign set up. They chose the *Noble® Enterprise Solution* and gave the Noble Systems team some performance criteria against their existing solution for a side-by-side testing program, with an extensive measurement period lasting ten weeks.

Jeze Lamb, Swinton's Telephony Manager commented, "We knew almost immediately that the Noble platform by far outperformed our existing system; it exceeded our list penetration and saw wait times decrease by 61%, thus resulting in an improved sales performance". Following Noble's success against the performance criteria, Swinton decided that the Noble Enterprise solution gave them the right balance between performance and usability.

As a result of installing the Noble Solution, Swinton management were able to increase their sales targets by 57%, ensuring maximum return on their solution investment.

Swinton have found that Noble has given much greater control to the dialler management team; they have found that they are now able to launch new campaigns without any interaction with the IT team. "It has made my life so much easier. The dialler virtually runs itself and has taken so much support pressure away from my team. It used to take the dialler managers 3 months to set up new campaigns, this can now take a matter of days depending on the complexity of the campaigns," explained Jez Lamb.

The Swinton management team have found the integrated *Noble Recorder* invaluable, as 'sales' are tagged within the solution and call recordings can be retrieved quickly

Summary:

Swinton Group has two busy contact centres managing numerous outbound campaigns. The *Noble® Enterprise Solution* has provided the Manchester centre with a flexible platform that has increased sales targets by 57% and decreased wait times by 61%.

Industry | Financial Services

Applications | Insurance
Customer Service & Sales

Solutions | Outbound Predictive
Dialling and Blended Inbound
ACD, Custom Desktop Design,
Interactive Menus, Automated
Messaging, Quality Assurance
& Monitoring, Real-time
Reporting & Management,
VoIP PBX Support, Software
Integration

Stations | 250

to ease training and management of the sales executives. Swinton has also recently introduced an element of *Noble IVR* (mainly for data capture purposes). They are delighted with *Noble Composer*, which makes it easy for their managers to build, amend and launch IVR and campaign scripts as required.

The Noble Solution integrates seamlessly with Swinton's existing PBX. In addition, as part of the script flow, when a sale has been identified it seamlessly 'breaks out' of the call script into Swinton's back end system and pre-populates all of the relevant data populated into the Swinton system, making the process simple and efficient for the agent.

Jez also commented on the Noble CARE team, saying "The Noble training was excellent and the support team has a great understanding of the Swinton site. On the few occasions that we have required support, the team has nearly always achieved first call resolution and the support team are great at keeping us informed of progress."

" Since implementing the Noble Enterprise Solution, we have improved sales performance, and have achieved a 50% increase in sales. Agents are happier as they are kept busier through a more productive calling, giving them more opportunities to sell. We are also delighted that the system has had no downtime: "

Jez Lamb
Telephony Manager

ABOUT NOBLE SYSTEMS CORPORATION

Noble Systems Corporation is a global leader in the customer communications industry, providing innovative solutions for Unified Communications, Business Process Management and Analytics. Tens of thousands of agents at 4,000+ client installations worldwide use Noble platforms to manage millions of customer contacts each day. Noble offers a unified suite of multi-channel inbound, outbound and blended contact processing, strategy planning, and resource management tools for companies of all sizes. Our CPE, CaaS and innovative premise/cloud hybrid platforms include ACD, predictive dialling, blended processing, recording and monitoring, IVR, messaging, interaction analytics and workforce management. Call +44 (0) 161 772 7100 or visit www.noblesystems.com.

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