



# NOBLE • NEWS

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## SNUG 2008



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## SNUG Members Discovered the Secrets to “Getting More” at SNUG 2008

Performance, Productivity, Knowledge, Flexibility and Value were the key words at this year’s **Select Noble Users Group (SNUG) Conference**, held May 12 - 14 in Atlanta, Georgia. Over 200 contact center professionals from 100 different organizations and more than 12 industries were in attendance at our 2008 conference to learn about the newest products and features, and to take a look at the future of Noble technology.

In addition to sessions on products and services from the Noble team, SNUG 2008 offered educational break-outs by a number of guest speakers. Body Language expert **Tonya Reiman** presented an interactive keynote address on *Nonverbal Communications*. The **ATA’s Tim Searcy** taught us *Why Contact Centers Matter* in today’s world. Contact center expert **David Yoho** was also on hand to deliver his *Ultimate Hiring System*, as well as to host our annual SNUG Awards Ceremony. **Tom Rocca** brought his industry experience to introduce the *Productivity Top 10*, and representatives from partners **Aculab**, **Nexidia**, and **Open Wave** shared information on new technologies.

“The Breakout sessions were **informative** and **directly related to my business needs**.

The users are very open to **sharing their ideas and experiences** with the product in an honest, yet constructive manner. I gained **a ton of useful information**.”

The *Operations and Composer Certification Workshops* from our Noble Training team were in high-demand. These two free certification classes filled up quickly during the registration process. The *Help Desk*, staffed by experts from Noble Support, is always a popular stop, giving attendees the opportunity to not only meet the people behind our technical assistance team, but also to discuss their systems face-to-face with our support professionals.

For entertainment and networking, SNUG presented an opening meet-and-greet Welcome Reception on Tuesday evening. Wednesday featured *Focus Groups* for Collections and Teleservices, and the return of Casino Night following our Awards Dinner on Wednesday. Attendees were able to earn additional cash for gambling by visiting our *Vendor Showcase*.

James K. Noble, Jr., President & CEO of Noble Systems, says, “The SNUG Conference challenges us to provide the best content and value that we can to our clients each year. The event involves resources from throughout our organization to bring our clients together to share ideas, discover new ways to use the Noble technology more effectively, and find out where Noble Systems is going in the future. We enjoy the opportunity to meet with our users face to face, and to present the best that we have to offer.”

“I’ve been to many conferences and thought **yours was one of the best**. The event is very **well-organized** and the speakers are top-notch. **Thanks for the experience**.”

Visit [www.nobleusersgroup.com](http://www.nobleusersgroup.com) to learn how you can become a Users Group member and to see highlights from the SNUG 2008 Conference.

## Spotlight on Security: Protecting Your Contact Center Data

A letter from James K. Noble, Jr.

Data security and Compliance issues are two of the top challenges which contact centers face today. Data is one of the most highly valued resources in a competitive business environment. Protecting data and controlling access to data – while maintaining its availability – are priorities in our security-conscious world. Increasing regulatory requirements are also helping to drive the need for securing data. From Sarbanes-Oxley, PCI, and FDCPA, to newly proposed Federal legislation and State bills on data security, the landscape is constantly changing.



Organizations can benefit in many ways by protecting their data, with increased financial value, peace of mind, and investor confidence. The costs to correct a security breach can be staggering – not only in dollars, but also in the affect on customer relations.

Noble Systems is taking several steps to advance our product lines to provide our clients with more options for data protection. For example, our **Noble® Encryption at Rest (NEAR)** solution offers a comprehensive range of encryption solutions designed to meet your data protection requirements with proven cryptography, security over low entropy attacks, and protection for your enterprise assets. We are also working to improve user password protection and to build ‘hardened’ systems for increased security.

We are also working towards the Payment Card Industry (PCI) Standards and plan to have a PCI review conducted by a third-party service by year end. This effort is being led by John Simpson, our Chief Information Officer, who is involved in all aspects of security for the company and our applications. Mr. Simpson speaks frequently at industry events on the adoption of security and best practices and led his previous company through ISO 17799 Certification, SAS70 Type II, and PCI compliance. (Look for John as a featured speaker on *Data Security at the ACA Conference in July*.)

As a Noble Systems client, you can be secure in the knowledge that we are focused on providing data protection solutions for your business, so that you can focus on doing what you do best – building your business.



## Congratulations to the SNUG Award Winners for 2008

Noble Systems is pleased to announce the winners of our **2008 SNUG Awards**. The program recognizes people and companies for exemplary service, technology developments, and collaboration with Noble Systems. The winners were announced at our SNUG 2008 conference.

**Gold Service :** *Jonathon Deitch  
Clint McKoy*

The *Gold Service Award* recognizes a Noble Systems employee for delivering outstanding support. Clients nominate Noble Systems team members who have displayed exemplary client service.

**Technology Innovator :** *Penncro Associates  
Contact 1-2-1*

The *Technology Innovator Award* honors Noble Systems clients who have been instrumental in advancing the Noble product line by using existing features and tools in innovative ways, helping us build and test new features, or adopting new technologies.

**Best Practices :** *Cox Communications Oklahoma City  
Keybridge Medical Revenue Management*

The *Best Practices Award* is presented to the Noble Systems client who uses best practices and methods with Noble technology to achieve maximum results in its daily contact center activities. Clients nominate their organizations by answering a questionnaire about which methods are used and how they contribute to the group's success.



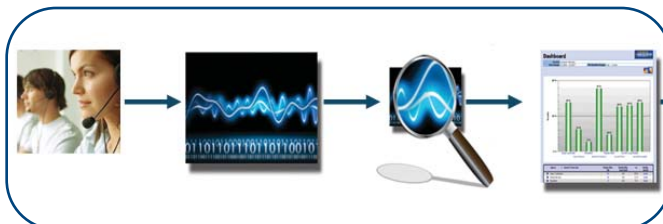
Luke Ralston of Keybridge Medical (left) accepts the Best Practices Award from David Yoho.

## Analyze This! The Use of Speech Analytics in Today's Contact Center

Speech Analytics is the contact center's newest technology ally and is one of the industry's fastest-growing market segments. Speech Analytics (SA) refers to the use of automatic methods of analyzing speech to extract useful information about the speech content or the speakers. SA offers a wide-range of benefits for improving customer service and gaining insight into customer interactions.

New SA tools make it possible to search large volumes of recorded audio quickly and accurately, even denoting contextual and emotional relevance. The results can be measured and analyzed within days instead of months, even for large volumes of calls.

This business intelligence can be used to focus on the three areas that are most likely to impact the overall organization: analyzing call traffic, improving the customer experience, and recognizing new business opportunities. You can learn more about your customers and your agents. You can find out why and when your customers are calling, who they are talking to, why multiple calls are needed to resolve issues, what processes cause customer frustration, and whether your agents are providing an appropriate level of service – all of which can have a significant impact on customer satisfaction, loyalty and retention.



In the contact center industry, access to contact information is abundant, but having this information is just the first step toward improving service and increasing sales or collections revenue. Given the increased staffing costs required to attract highly qualified agents, as well as the investment in training, it is vital that organizations maintain an up-to-date perspective on agent performance and service or negotiation skills. In order to do this, companies need to continuously review their audio data for potential compliance issues, customer service quality standards, additional training needs, identification of coaching opportunities, and further insight into the communication process.

Noble Speech Analytics can enable providers to quickly identify and analyze information from this previously untapped asset in a more cost effective manner, generating quantifiable savings and benefits that quickly impact the bottom line.

# SNUG

[www.nobleusersgroup.com](http://www.nobleusersgroup.com)

Join the online Noble community for exclusive access to peer-to-peer discussion groups, product updates, training class schedules, user documentation, and more!



## AdvanceMe, Inc. Advances its Business with Technology from Noble Systems

**AdvanceMe, Inc. (AMI)** is the nation's leading provider of alternative funding for small and mid-sized businesses. Thousands of businesses use AMI's financial services to power the growth of their business. Founded in 1998 and located in metro Atlanta, Georgia, AMI has a nationwide sales and customer care staff that has supported almost 40,000 fundings, providing more than 20,000 business owners in all 50 states with more than 1 Billion dollars in working capital.



As a part of its growth plan, AMI was searching for a way to improve the productivity of its sales and customer care team. "Our call center had grown from a concept into a successful distribution channel, but we wanted to be able to do even more," explains Franck Fatras, Chief Technology Officer. "Our reps were dialing manually; it was difficult for us to manage quality and monitor programs, and it was hard for them to gain momentum. We wanted to achieve targeted rates and improve efficiencies. After seeing Noble, we felt very comfortable with the system and its features."

"What I like most about the **Noble Solution**," observes Fatras, "is that it just plain works. From the IT and User perspective, Noble is very intuitive and easy to learn. The stability and reliability are also very good. The technical support and development teams are great to work with; they are always available to help our own IT team make customizations to the system. And, the system's flexibility to make those changes to match the way we do business is very helpful."

In 2007, AMI experienced a pinnacle year and celebrated a significant company milestone: providing almost one billion dollars of capital to small and mid-sized businesses. AMI added a new customer care center in Rome, Georgia. The new site is connected to the Noble platform via VPN; AMI can manage agents and activities in Rome just as though it was a part of the main site.

**"The Noble Solution just plain works. The project has been *such a success*, that we have *added other departments* to the system. After just a few months on the Noble platform, **we were doubling our agent activities.**"**

Fatras describes the performance of the system, saying, "The dialer was so successful for our sales group that we extended it to other departments. I would recommend Noble Systems to others looking for a dialer, and in fact, have done so already."

The Noble dialing environment is helping AMI achieve its goals for improved hit rates and increased contacts. Nathan Warshaw, SVP of Indirect Sales, states, "After just a few months on the Noble platform, we were doubling – or more – our agent activities. Talk time grew from an average of just over 2 hours a day per rep to almost 5 hours a day per rep. Our contact rates improved from about 25 per day to about 55 per day, per rep – an increase of 220%!"



[www.noblesys.com](http://www.noblesys.com)

### Americas

#### Noble Systems Corporation

4151 Ashford Dunwoody Road | Atlanta, GA 30319-1462  
+1.404.851.1331 | 1.888.866.2538 | [www.noblesys.com](http://www.noblesys.com)

### EMEA

#### Noble Systems EMEA Ltd

+ (44) 0.118.6268060 | 0808.00.66253 | [www.noblesys.co.uk](http://www.noblesys.co.uk)

### APAC

#### Noble Systems Australia Pty

+ (61) 2.8222.0500 | 1.800.662.537 | [www.noblesystems.com.au](http://www.noblesystems.com.au)

### Noble Systems India

+ (91) 11.666.6500 | [www.noblesys.co.in](http://www.noblesys.co.in)

## EVENT CALENDAR

Credit & Collections for Utilities | Denver, Jun 3 - 4

CBA Collections | Scottsdale, Jun 4 - 6

ANI Healthcare Finance | Las Vegas, Jun 23 - 26

SOCAP/ATA Summer Social | Atlanta, Jun 26

Bridge Conference | Washington DC, Jul 23 - 25

ACA Annual Convention | Hollywood, Jul 23 - 26

CUNA Conference | New York, Jul 29 - Aug 2

DAKCS User Group | Park City, Aug 20 - 22

CollectOne User Group | Las Vegas, Aug 20 - 22

