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Noble Systems Takes Clients on "Mission: Optimization" at the SNUG 2009 Conference

Noble Systems Corporation hosted its 2009 Users Group Conference May 12-14 near its corporate headquarters in Atlanta. The theme of this year's 8th annual event was "Mission: Optimization".

The SNUG 2009 Conference combined an exciting mix of business experts, entertainers, and industry leaders, including ESPN Sports Analyst and former NFL player Mark Schlereth, and Call Center Expert Tom Rocca. The Users Group Conference focused on its theme by showing users how they can use the Noble® Solution to "Optimize" performance in every area of their contact centers, from technology and operations to their workforce and resources.



Attendees learned about recent advancements in the Noble product suites, discussed best practices for contact center operations, discovered emerging contact center technologies and tools, and enjoyed meeting with other users. Keynote speaker Mark Schlereth kicked-off the conference with "Finding the Superhero Within You".

Industry focus groups for Collections and Teleservices helped attendees get to know each other before breaking into smaller groups for three educational tracks focusing on Products, Opportunities and Best Practices. Topics included the Agent and Manager Desktops, Center Reporting, Workforce Optimization, Quality Assurance, Speech Analytics, Integrated Contact Strategies, Legislative Updates, Employee Hiring and Motivation, and "How-to" Tips and Tricks. As has become a tradition, the conference closed with the Panel of Experts, featuring a live, interactive question-and-answer session with CEO and the Executive Team. The Noble Help Desk was back by popular demand, staffed by Noble Support Team members to answer user questions. Also returning was the high-energy Casino Night, including the third annual SNUG Awards presentation.

James K. Noble, Jr., President & CEO of Noble Systems, said "On the eighth anniversary of our SNUG conference, we knew that it was vital to show our users how they can optimize their operations, doing more with their existing systems and investments to improve performance and reduce costs. Hosting the event in Atlanta, so close to our corporate office, allows us to involve a variety of resources from our team, bringing clients face-to-face with the people who develop, support, and represent the product. The Noble users group brings our diverse contact center users together, giving them a forum to share ideas and provide feedback on our services, as we work to continually expand and evolve the performance and service of the Noble solution."

" I thoroughly enjoyed the conference. The event was well planned, concise, & high energy. We achieved our objectives to build our knowledge of the industry and the Noble product, and we discovered new ways to use our system to improve results. "

Want to learn more about the Select Noble Users Group?
Visit www.nobleusersgroup.com.

Helping our Clients Achieve More is Our Primary Focus

A letter from James K. Noble, Jr.

Since the beginning, Noble Systems' #1 priority has been our customers. As a company, we are focused on meeting the unique needs of each individual client, designing a customized solution for every company based upon their specific needs, rather than shoe-horning users into a 'one-size-fits-all' box. Our corporate Mission Statement ends with the phrase: "We succeed through our customers' success."

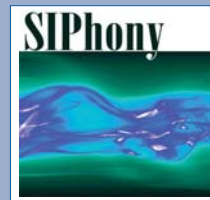


This dedication has long been recognized by our clients through their testimonials and references. Now, we are delighted to see it recognized throughout the contact center marketplace. Noble Systems is the winner of **Frost & Sullivan's 2009 North American Customer Value Leadership Award**. This award is given to a company that demonstrates excellence in delivering value-added products and services, addressing changing customer needs across the industry, offering superior value to customers and aiding them with increased revenues, profitability, and reduced costs.



Another criteria for the Customer Value Leadership Award is an unparalleled commitment to lead on technological innovations pertaining to changing customer needs. Noble Systems continually adds new features and functionality to help our clients do more with less. Many of our users are migrating to internet-based communication protocols.

Noble® SIPhony is our answer for the IP environment. **SIPhony** can help you take advantage of the benefits of IP, including cost savings and greater flexibility.



Whether you are looking for a pure IP solution, a mixed environment, or a straight TDM platform, Noble can match you with the right system. Talk to your Account Manager today to find out how you can benefit from new IP technologies, achieving a substantial ROI in both the short- and long-terms.



Workforce Management — It's Not Just for Inbound Anymore!

Noble Systems introduces an innovative **Outbound WFM solution** for **Noble® Workforce Management**, a powerful and complete workforce management system. **Noble® WFM's outbound features** fill a void left by many WFM products which focus only on inbound communications.

Most traditional WFM solutions are lacking in features for outbound management. The *Noble WFM* product delivers tools specifically designed for both outbound and blended campaigns and workforces. This unique approach differentiates the *Noble WFM* solution from the competition. As with all of the Noble products, *Noble WFM* is completely integrated into the *Noble® Solution* suite, offering a unified, single-source platform for total contact center management.

WFM technologies can help contact centers quickly reduce staff costs by 20% or more and achieve a return on investment within a matter of months. By unleashing WFM for outbound campaigns, as well as for inbound services, Noble users can see dramatic improvements in their abilities to forecast activity, manage staffing levels, and monitor performance, for all types of contact center organizations.

Noble WFM provides a robust and affordable forecasting and staffing management solution that is easy to deploy for centers of all sizes. By incorporating forecasting and scheduling for outbound programs, Noble Systems provides a comprehensive workforce management system for inbound, outbound and blended programs that can accurately forecast call volumes, leverage flexible scheduling processes for both call and non-call activities for call center and back-office personnel, produce reports that measure agent and center performance, and reduce costs. Features and tools targeted for outbound and blended environments include:

- Outbound Forecasting for Agents to schedule agents based upon records to call
- Outbound Forecasting for Calling Lists to determine the resources needed to exhaust a list as quickly as possible or to spread calls evenly across a time period
- Inbound Forecasting to predict call volumes, including predicting "Valley" periods when inbound volumes are low so that outbound campaigns can be scheduled
- What-if Scenarios explore the affects of volume and service level changes
- Dynamic Agent Rankings based on actual performance
- Real-Time Schedule Adherence— Agent Status Monitoring + Instant Alerts for out-of-adherence states
- Data sharing with the *Noble® Solution* for outbound and inbound statistics, including historical data, call volumes, agent details, skills, and more
- Integration to Avaya, Cisco, Nortel, Siemens, and other popular PBXs, and is compatible with other corporate systems and software applications

Contact Your Noble Account Manager today to learn more about the advantages of Noble WFM for all of your contact center programs.

Congratulations to the 2009 SNUG Award Winners

Noble Systems is pleased to announce the winners of our **2009 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 2009 conference. This year's awards were presented by Keynote Speaker Mark Schlereth and Guest Speaker Tom Rocca.

Gold Service : *John Blackwell*
Jean Caille

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 : *Credigy Solutions, Inc*

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 : *Florida Hospital/Advent Health Systems*
Res-Q Contact Centre Services

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.



Clockwise from top left: John Blackwell - Noble Systems;
Casey Adams - Credigy Solutions; David Robinson, Cheryl Calilli, Cheryl
Ruehlen - Florida Hospital; Nic Marshall - Res-Q;
all pictured with Tom Rocca (left) and Mark Schlereth (right)



Res-Q Contact Services Stands Out in the Outsourcing Market with the Noble® Platform

Res-Q Contact Services is a leading outsourced contact center providing telemarketing and sales solutions to their clients, specializing in implementing, managing and delivering a totally outsourced contact center operation. Through the implementation of the Noble solution, they are able to offer the full range of inbound, outbound and blended customer contact solutions, using the very latest in digital communication software to deliver the most advanced services to their clients.



Previously, Res-Q had a system that was a costly pay-as-you-go solution. They struggled with the lack of accurate and timely reporting, the inability to load new

leads real-time, and the inability to complete data analysis. They wanted a trusted solution that had accurate reporting with the flexibility to manage their data and build their own scripts. Compliance is a primary focus for Res-Q and they had concerns that their previous system was struggling to meet the tightening demands of the Ofcom dialing regulations. They wanted to ensure they had more control over the management of their own dialer speed, while at the same time staying within the legal abandon rate limit. Other key factors that influenced Res-Q's purchase decision were the cost of ownership, the robust solution offering, and future proofing of the business in terms of advanced technologies.

Gill Marchbank, Operations Director states, "Res-Q chose Noble Systems mainly because of the excellent tools to manage our agents and campaigns. Real time reporting and flexible data management are key to our success. It was very easy to integrate with our back office system and the functionality is brilliant. The Screen Pop functionality has improved our sales performance dramatically."

Noble now forms the backbone of Res-Q's contact center. The solution delivers an integrated Digital Call Recording to enable rapid retrieval of calls at the touch of a button. IVR (interactive voice response) also offers flexible self service and call routing options. Call Blending enables Res-Q to gain maximum efficiency from their agents by automatically controlling the flow of inbound and outbound calls. Having worked with and experienced considerable downtime with other contact center software providers, Res-Q was particularly impressed with the robustness of the Noble platform and has had minimal downtime.

"Noble was very easy to integrate with our back office system and the functionality is brilliant. We have seen an **increase in sales performance** and we are seeing **improved talk time productivity** across the board."

The benefits that Res-Q has seen as a result of the purchase of **Noble CCS** are clear. They include improved hourly revenue rates on performance related programs, improved talk time productivity, and improved data management throughout the whole contact center. Marchbank concludes, "We have developed a great relationship with Noble Systems and are delighted that we have seen an increase in sales performance as a result of the flexibility of the solution. The system is easy to use and we are seeing improved talk time productivity across the board."



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EVENT CALENDAR

Noble Exchange: Best Practices Seminar
Newcastle, UK | June 4

HFMA-ANI, Washington, DC | June 15 - 16

SOCAP/SCATA, Atlanta | June 18

Noble Exchange: Best Practices Seminar
Cardiff, UK | July 7

ACA International, Las Vegas | July 13 - 15

Vote for John Simpson, CIO, for ACA Affiliate Director,
then join him for "Using Email to Improve Recovery Rates"

