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Noble Systems Unveils Product Innovations & More at SNUG 2010



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Noble Systems Unveils Product Innovations and More at SNUG 2010

Noble Systems Corporation hosted its 9th annual Select Noble Users Group (SNUG) conference in April under the theme "Innovate and Accelerate". Designed to inform attendees about contact center best practices and the latest product offerings from Noble, the spring event focused on the company's North American market and included more than 200 guests from 100+ companies based in the U.S. and Canada.

SNUG 2010 combined a mix of business experts and industry leaders, including Donna Fluss, author of *The Real-Time Contact Center*, who gave the Keynote Address on "The Future of Inbound and Outbound Contact Centers". The Users Group Conference focused on its theme by showing users how they can use the Noble® Solution to accelerate their business, with Noble's product innovations, helping improve performance and productivity throughout their contact centers.



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. Conference highlights included an on-stage demo of Noble System's mobile application for the Apple iPad, a tool expected to become available to customers later this year.

Special sessions for Collections, Teleservices, and Cable/Communications groups helped attendees focus on issues and trends affecting their industries. Three educational tracks focusing on Products, Innovations and Best Practices included Product Spotlights, Right Party Contact Strategies, Legislative Updates, Employee Hiring, SIP Technologies, Productivity Boosters, and more. The always-popular Noble Help Desk was staffed by Noble Support Team members to answer user questions. Wednesday night's Gala Dinner included the fourth annual SNUG Awards presentation and a high-energy Casino Night. 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 Noble Executive Team.

"Everything was great. I learned a lot and look forward to upcoming User Groups. You gave great examples of how the new changes in software can be useful in our line of business."

"In many ways, this year's SNUG was a clear indication that the economy is recovering and the contact center industry is gearing up to meet increased demand," said James K. Noble, Jr., President and CEO of Noble Systems. "That growth presents an exciting

challenge for us as we roll out new products, expand our sales and support staff and continue innovating to stay ahead of the curve." During his keynote remarks, Noble also reported on the company's achievements of the past year, noting that Noble Systems grew its support customer base by more than 80 percent and expanded its workforce by 60 percent, and bolstered its market share in selected industries while enhancing its overall suite of services.

Learn more about the Select Noble Users Group: www.nobleusersgroup.com.

The Changing Arena of Customer Communications

A letter from
James K. Noble, Jr.



Social Media and Mobile Computing are two of the hottest technology trends in the market today, with exponential growth in both areas. How do the internet and these emerging trends apply to the contact center? Let's consider some of the statistics:

> A poll of SNUG attendees showed that 88% preferred to get their industry news from email newsletters or industry websites.

Consumers use the internet in the same way to get the latest information, search for new products, and communicate.

> Facebook's user base has risen to 430 million year-over-year and now dominates in chat, messaging, video sharing, games, VoIP and more.*

Social Media sites (Facebook, LinkedIn, YouTube) offer new ways to communicate with customers, as social networking, blogs and forums open new channels for interaction. Of 200 surveyed Noble users, 37% see an active application of social media for the contact center, especially in skip-tracing for collections, special promotions for sales, and customer feedback. 33% are undecided about the use of social marketing, citing concerns such as productivity drains and limiting agent access.

> The mobile Internet is growing faster than desktop-based internet did, and will ultimately be bigger. The use of mobile devices is growing exponentially faster than any previous computing technology, and could reach 10 Billion units in 2010.*

Apple's iPhone (and now the iPad) has been a driving force behind much of the development for mobile applications. Microsoft is developing its own line of devices based on the Windows Mobile platform. Mobile technology will completely transform the way we interact both in the marketplace and at work. As wireless networking becomes more widespread, tasks that once had to wait until we had access to a computer will now become simple tasks we can quickly complete via mobile device, whether at the office or on the go.

At Noble Systems, we are looking at how these new technologies take root in the contact center. Do social sites have a place in the call center? Can Web 2.0 be used to improve agent productivity? Will managers demand mobile apps to manage their centers? As the answers emerge, we will be ready to help you take advantage of the new opportunities, from SIP networks and unified communication platforms to mobile management of your contact center.

*Source: Mobile Internet Report, Morgan Stanley, Dec 2009



Congratulations to the 2010 SNUG Award Winners!

Noble Systems is pleased to announce the winners of our **2010 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 2010 conference and were presented by Chris Hodges, Senior VP of Sales and Marketing.

Gold Service : *Elmer Perdue* *PJ Fraser*

The *Gold Service Award* recognizes Noble Systems employees for delivering outstanding client services. Clients nominate Noble Systems support and implementation team members who display exemplary customer care.



Technology Innovator : *CBV Collection Services Ltd* *Sallie Mae*

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



Best Practices : *Quantum Servicing*

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.



North American Contact Center Survey Shows Forecasts for Growth

Recently, Noble Systems commissioned a survey of the North American contact center market. The survey revealed that almost all of the respondents expect their businesses to grow or remain stable in 2010, a sign of strong confidence in the industry.

"The survey confirms something we've known for years: the contact center industry is one of the most dynamic and fastest-growing sectors in the U.S. economy," said James K. Noble, President and CEO of Noble Systems. "The overwhelmingly positive response reflects the strong diversity and innovation in the field today. Contact centers are an integral part of customer relationship management in an increasingly global and virtual marketplace."

Conducted in February, the survey sought input from contact center managers about their businesses and the state of the industry as a whole. The survey was aimed at 1,275 companies from locations across North America serving a variety of sectors including collections, travel, healthcare and more.



97% of respondents expect their businesses to grow or remain stable in 2010

48% Expect their business to grow

49% Expect business to remain consistent

Only 3% expect a revenue reduction

Go Mobile with Noble® Harmony!

Noble Systems is currently developing applications that allow you to manage your call center on the go, using the newest mobile technologies.

Watch our demo for the iPad on Noble's YouTube channel: www.youtube.com/noblesysguy



Breckenridge Grand Vacations Reserves Savings in Time & Costs with Noble



Breckenridge Grand Vacations is a timeshare development company that develops and sells timeshares for several resort properties in Breckenridge, Colorado. The company works through inbound/outbound/owner referral and in-house efforts to invite guests to properties tours. Breckenridge was using an automated dialer, but deteriorating performance and increasing costs led the group to look for an alternative solution.

Ryan Huff, Direct Marketing Manager, says, "We have been using dialer technology for about 10 years now, and had a system from Noble several years ago before moving to another platform. After some time, the 'less expensive' replacement system started to cost us more money. We had a lot of downtime and very poor voice quality. At this point, we decided to come back to the Noble® Solution. We liked the reliability of the Linux environment to give us more up-time and the integrated recording functionality. Noble was the right size for our business and we know that we can grow the system as we grow."

Breckenridge's sales group uses Noble for outbound telemarketing to bring people to the property for a visit using opt-in lists, as well as for managing inbound calls. The marketing team also uses the system to follow-up with guests that have already booked a trip. The Noble IVR option provides flexible inbound routing with interactive menus and the ability to leave automated messages for outbound calls and Noble Recorder is used to record 100% of its calls.

The Noble Dialer offers flexibility in call pacing that has helped Breckenridge improve agent productivity. "The call pacing is another function we are impressed with," Huff explains. "We can use

fractional call pacing which is great for us to manage campaigns based on what dispositions we are calling. We also like the ability to choose which dispositions to call, rather than just calling 'active' ones as with dialers we have used in the past.

"Noble has been a **great choice** for us. We are seeing a *much higher conversion on leads* and are *boosting sales*, and 99% uptime allows us to be **much more productive**. Our leads are extremely expensive, so even a small increase in conversion results in a **huge financial gain** for our company."

Since switching to the Noble Solution, Breckenridge has been making more contacts and improving performance. Huff observes, "We are seeing a much higher conversion on our outbound leads than we have in the past. I think one of the biggest reasons is due to the voice quality of our phone calls being so good; with our previous system we struggled with having potential clients that could not hear us or we could not hear them. Now, we can focus on selling and we are seeing better results and increased sales."

"Noble has been a great choice for us all around," concludes Huff. "We have zero voice quality issues, therefore boosting our sales. We decided to add another department onto the dialer so we could have dispositions and recordings of calls, and that department has seen improvements as well. We have probably had 99% uptime, so we're obviously more productive, with the limited calling times we have to be successful. We have extremely expensive leads, as we self generate our leads to call, so even a small increase in conversion results in a huge financial gain for our company."



www.noblesys.com

Americas

Noble Systems Corporation

4151 Ashford Dunwoody Road | Atlanta, GA 30319-1452
+1.404.851.1331 | 1.888.866.2538

EMEA

Noble Systems EMEA Ltd

+(44) (0) 161 772 7100

APAC

Noble Systems Australia Pty

+(61) 2.8222.0500 | 1.800.662.537

Noble Systems India

+(91) 11.666.6500

LATAM

Noble Systems Latin Americas

+(55) 11.2246.2740

EVENT CALENDAR

CBA Live

Hollywood, FL

June 6-8, 2010

HFMI ANI Healthcare Finance Conference

Las Vegas, NV

June 20-23, 2010

SOCAP/SCATA Summer Social

Atlanta, GA

June 24, 2010

ACA International Convention & Expo

Washington, DC

July 11-14, 2010

Latitude Users Group Conference

Amelia Island, FL

Aug 23-24, 2010

