NOBLE·NEWS

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Shift Your Contact Center into High Gear at SNUG 2010!

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Shift Your Contact Center into High Gear at SNUG 2010!

Join us for SNUG 2010 to discover how your unified Noble Systems solutions can help you INNOVATE & ACCELERATE your business by reducing costs, saving resources, and making more money.

Make every contact count with Noble Systems' next-generation contact center technologies. Noble's innovative solutions streamline productivity and connectivity, helping you do more with less. At SNUG 2010 you will learn how Noble can help you accelerate your business, making it faster, smarter, and more productive. SNUG 2010 offers something for every Noble Systems client – no matter which of our powerful contact center platforms you use.

April 27 - 29, 2010 | Atlanta, Georgia

This year's conference will focus on Products, Innovations and Best Practices to demonstrate how you can use Noble to optimize your technology, your operations, your workforce, your resources, and your investment – improving performance in every area of your contact center. We will show you the latest in the Noble family of products and features, introduce you to other users to share knowledge, and give you the latest industry news from contact center experts.

The SNUG Conference brings our clients together to share ideas and tips and to meet the people who make up Noble Systems. A variety of educational sessions are offered to showcase different areas of interest for the Noble products and the contact center industry.

Your registration fee gives you access to all User Conference sessions, including the Keynote Address, Featured Speakers, and educational break-out tracks, as well as our free Certification Workshops. The fee also includes the Welcome Reception on Tuesday evening, meals during the conference on Wednesday and Thursday, and our Gala Dinner on Wednesday night. In addition, attendees can take advantage of our On-site Help Desk, staffed by the Noble Care® Support Team. Make sure you register early!

- > **Educational Tracks**
- > **Product Updates & Best Practices**
- > **Industry Focus Groups**
- > **Contact Center Experts**
- > **On-site Help Desk & Demo Station**
- > **Free Certification Workshops**
- > **Networking Events**

An *Early Adopter Discount* is available for registrations made by March 15. Clients sending multiple attendees can take advantage of *Companion Rate* discounts. Our popular Certification Workshops fill up quickly and space is limited. The SNUG conference is open to all Noble Systems clients with active Annual Support Plans.

Visit the conference website for complete event information, including the Agenda Overview and list of Educational Sessions, as well as Travel & Hotel Information. **www.nobleusersgroup.com/SNUG2010.htm**

If there is only one contact center event you attend this year, make it SNUG 2010. Let us show you how you can do more with less, with information tailored to your contact center technology environment. We look forward to seeing you!

A New Year Brings New Opportunities

A letter from James K. Noble, Jr.

The end of 2009 was a very busy time here at Noble Systems. We welcomed new clients and new employees into the Noble family through our acquisitions of TouchStar and TDI, as well as from sales to several prominent new accounts. As we start 2010, there are no signs of slowing down, as we continue to deliver the most effective, most cost-efficient solutions in the marketplace.

Noble Systems' continuing track record of introducing innovative solutions was recognized with a **2009 Product of the Year Award** from *Customer Interaction Solutions* magazine for our **Noble Outbound WFM** product.

In early February, we announced a projected 2010 revenue total marking a 100 percent increase over 2006 levels. This landmark five-year period points to the company's continued financial stability and expanding market position. Our success in recent years has paced the industry and positioned Noble as a true market leader. Our focus on customer-specific solutions has earned long-term relationships with SMB and enterprise customers. At the same time, our investment in technological innovation such as SIPhony, Noble's newest generation SIP platform, has acted as a catalyst for growth.

In a recent interview with the *Atlanta Business Chronicle*, I discussed our plans for the immediate future. 2010 could bring more acquisitions; we still think there is the opportunity for consolidation in the industry. We've got the management, we've got the system, and we've got the financial strength to do it. We will also continue to grow organically, as we continue to gain two or three Fortune 500 clients per quarter.

Noble has always been successful by responding to customers, not competitors. The contact center marketplace has experienced a great deal of change in recent years and we are proud of where we stand today: a market leader in outbound dialing services and a fast-growing competitor in the unified communications space. We will continue to compete for business based on our ability to meet customer's needs and we will continue to work to exceed our customers' expectations.

Speech Analytics for Collections

The collections industry records telephone conversations to ensure legal and process compliance; however, of the thousands of calls recorded every month, less than 8% are ever listened to or included in any type of analysis. A manual effort to expand call review is time consuming and cost prohibitive. As a result, organizations depend solely on the small set of randomly selected and reviewed calls to avoid compliance issues and uncover improved collections opportunities.

powered by nexidia

The collections industry has abundant access to debt and contact information, but having this information is just the first step toward improving service and increasing collected revenue. Given the increased staffing costs required to attract highly qualified collectors, as well as the investment in training, it is vital that collections organizations maintain an up-to-date perspective on agent performance and negotiation skills. In order to do this, collections organizations 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 collections 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. Noble provides a fast, accurate, automated quality assurance, training validation, service level, and compliance auditing solution that supports multiple languages.

Rather than spending valuable human hours, by QA, Compliance, and Collection supervisors, listening to voice information, Noble SA enables your team to establish key words and phrases to be 'searched' automatically. When the key word/phrase is spoken, or sometimes more importantly, not spoken, these results are reported through the SA Investigative Tools, enabling trending, reporting and identification of questionable calls for further analysis – with a fraction of the FTE requirements associated with traditional random audio analysis.

Noble SA is available in three configurations to meet the needs of SMB and Enterprise organizations, and works with any of the Noble product platforms. With each speech analytics product, Noble clients can apply the solution that best meets their needs. Each solution is based on the identical phonetic technology and is optimized for search speed, precision and integration to the Noble recording systems.

AudioFinder | ideal for centers with <100 agents
Discover | oriented for business 100– 200 agents
Collections | designed for larger enterprises 200+ agents

Contact your Account Manager to learn more about our speech analytics solutions for collections applications.

Noble® WFM with Outbound Plus Named a "2009 Product of the Year"

Technology Marketing Corporation's (TMC®) *Customer Inter@ction Solutions®* magazine named **Noble® WFM with Outbound Plus** as a winner in its 2009 Product of the Year Award program. Noble Workforce Management with Outbound Plus is a powerful and complete workforce management system, with outbound and blended forecasting features that fill a void left by many WFM products which focus only on inbound communications.

PRODUCT CUSTOMER INTER@CTION Solutions 2009 OF THE YEAR

Customer Inter@ction Solutions has been the leading publication in the CRM, call center and teleservices industries since 1982. "I am pleased to honor Noble Systems for its hard work and success. Noble's dedication to improving the quality of technologies to better the contact center experience as well as the ROI for companies that use them," said Rich Tehrani, CEO, TMC. "For 12 years, Customer Interaction Solutions magazine has honored companies that show excellence in advancing technologies and application refinements," he added.

The Product of the Year Award winners are featured in the January 2010 issue of *Customer Interaction Solutions* magazine.

Step Up to Noble® TouchStar 6.0!

Noble TouchStar 6.0 offers a comprehensive upgrade for the product's core architecture and feature set, with more flexibility and enhanced data management and reporting functions.

Noble TouchStar 6.0 includes new load-balancing multi-threaded software architecture and leverages Dialogic's NMS carrier class hardware while remaining backwards compatible for customers who do not support it. In addition to these enhancements, 6.0 provides advanced automation of daily reporting, system activity logging and data management in a centralized user interface.

James K. Noble, President & CEO of Noble Systems, says "The upgrade offers substantial improvements to the product and also demonstrates our ongoing commitment to the Noble TouchStar platform and the businesses that rely on it. We look forward to continuing innovation and support for our TouchStar users."

To learn more about Noble TouchStar 6.0 or get a demo, contact your Sales Account Manager.

Ohio AFL-CIO Spread its 'Grass-Roots' with Noble® CCS

The **Ohio AFL-CIO** fights for working families, brings economic justice to the workplace, and works to achieve social justice for all Ohioans. The organization joins together over 800,000 union members to provide its collective power. When the group decided to add an automated solution to manage its membership communication programs, it selected the **Noble® CCS** solution.

The Ohio AFL-CIO uses the Contact Center Suite's (CCS) *outbound dialing* and *inbound blending* platform to manage multiple programs for the membership base, including surveys, "patch thru" calls from members to other offices, political campaigns, and member-to-member communications, as well as for outreach campaigns to the general public to highlight issues. The integrated *IVR (interactive voice response)* tool is used for both inbound and outbound calls to handle more contacts with fewer resources.

One of the key benefits to the CCS platform is its ease of use. Jason Perlman, Communications Manager, states, "The system is very easy to use, but also very feature rich. I am not a technical person. I just know what I want to do, and the system lets us do it. It is easy to manage. We have multiple locations calling off of the same lists, capturing the same data in a consistent manner. We can do more with the same number of people."

"The system is also very easy for our agents to use," says Perlman. "Most of our calling is done on a volunteer basis, so we need something that makes it very easy for people to come in and get on the phone. The dialer makes them feel much more productive, since it screens out non-connect and they spend time talking to people and not dealing with busy signals, disconnects, or answering machines."

Another favorite feature for Ohio AFL-CIO is the system's capacity to support Remote Agents. Perlman explains, "We are a statewide organization, so the ability to take the system 'on the road' is a huge plus. We can set-up offices locally in different areas and talk to people within the community – giving us greater visibility and a local connection. This really helps our grassroots communication efforts. We can take it anywhere we need it, from city to city, and don't have to pay someone else who is somewhere else to do it."

> " Everything that we do is **easier and more productive**. I am not a technical person. I just know what I want to do, and **Noble CCS** lets us do it. The system has really helped us *improve the image of our organization*, and **we couldn't be happier**. "

With the help of the CCS platform, Ohio AFL-CIO is able to support its membership with more programs and better communication. "Everything that we do is easier and more productive than doing it the old way. You can see the results within 15 minutes of getting on the system. Perlman concludes, "The system has really helped us improve the image of our organization, and we couldn't be happier. In fact, we just added several additional seats, and we are anticipating more than doubling our number of stations within the near future."

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EVENT CALENDAR

Noble Exchange Seminar
Manchester | 24 February, 2010

Credit Scotland
Edinburgh | 4 March, 2010

ARDA Convention & Exposition
Las Vegas | March 14-18, 2010

National Collections & Credit Risk Conference
Miami | March 21-23, 2010

Select Noble Users Group Conference
Atlanta | April 27-29, 2010

Florida Collectors Association Annual Conference
Celebration, FL | May 5-7, 2010

CU Users Group Conference
Las Vegas | May 11-13, 2010

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