



# NOBLE • NEWS

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# REVOLUTION!

The IP Model is  
Revolutionizing the  
Contact Center  
Industry

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# The IP Technology Model is Revolutionizing the Contact Center Industry

Contact Center Software is undergoing a vast change as solutions move from hardware-based technologies to a more flexible and less costly IP model. This new vision looks to a unified communications platform, and IP software is making it a reality. What are the advantages of the IP Contact Center Software model and what is right for our organization? Let's take a brief look at the benefits and value of a 'Contact Center without Boundaries'.

## What Can IP Contact Center Technologies Do for You?

- > Improve Efficiency
- > Increase Management & Control
- > Unify the Enterprise
- > Grow Your Business

### 1 The Advantages of IP-based Customer Contact Systems

The ability to adapt quickly to changes is key to a contact center's success. Today's new contact center technologies provide the flexibility, power and performance to help you improve service, increase efficiency, manage more effectively, and decrease costs.

### 2 Software Delivery – Which is Right for You?

Software as a Service (SaaS), Managed services, and Premise-based solutions – What is the difference between these models and how

do you know which one is the best fit for your contact center? Your operational needs, business goals, company structure, and future vision all need to be considered in making your decision.

### 3 Managing Resources and Traffic for Optimum Performance

A flexible IP architecture gives you the ability to integrate applications and widespread agent resources into a single, unified platform. No matter where your calls are coming from, or where your agents are located, you can ensure that your customers get the service they need to improve customer satisfaction.

### 4 Getting the Most From Remote Resources

It appears that home-based agents are here to stay and will continue to expand in numbers. The IP contact center model is a primary driver for this trend, making it inexpensive and easy to connect an individual wherever they are located, and to monitor performance just as if the employee were on-site. With adequate training, motivation and processes, the IP platform is making teleworkers a key part of the industry's future.

### 5 The IP Model Supports a Suite of Unified Contact Center Applications

Contact center software is in the midst of a significant revolution. Some call this revolution 'Call Center 2.0', signifying the next generation of software and services. Emerging technologies and standards, such as SIP (session initiation protocol), are enabling innovative IP-based contact center software capabilities. These capabilities are delivering gains in productivity, efficiency and customer service throughout the industry, and are worth investigating to see how your contact center operations can benefit from the advantages which they offer.

The IP Model helps contact centers operate without artificial boundaries. It reduces the reliance on costly and inflexible hardware, blends all contact types into a single solution, applies a consistent set of business rules to all contacts, and focuses on increasing revenues while lowering costs and improving the customer relationship. Contact your Noble Systems representative today to learn more about how today's IP architectures can give your center a competitive advantage.

## Managing Your Contact Center Through 'Tough Times'

*A letter from James K. Noble, Jr.*

Keeping on top of the many different aspects of running your contact center efficiently is a daily challenge. In tough economic times, the challenge is intensified. For some industries, such as collections, the current environment can offer new business opportunities. For others, changes in consumer behavior may have the opposite affect. In either case, managing your contact center and resources is key to weathering the storm.



The first line of defense for your center is an informed management team. Having access to the right information is vital to making the right decisions about staffing and campaigns, analyzing performance results and trends, and setting realistic expectations. Wasting time searching for data and statistics takes away from time that can be better spent on agent training and building new programs. An interactive Management Dashboard and Real-time Reporting system that show you live statistics and historical results for agents, lists, campaigns, and lines will help you see what is working, what is not, and where you can make improvements.

Taking advantage of advanced technologies for customer contacts – such as Virtual Campaigns and Outbound Messaging – can help you improve agent productivity. These programs allow you to make more contacts with the same or fewer resources. By bringing these systems in-house rather than using third-party services, you can eliminate outsourcing fees and have greater control of your programs.

Call Recording and Speech Analytics can help you advance productivity even further by analyzing calls and interactions to identify missed opportunities (such as not asking for payments or sales), recurring customer concerns (frequently asked questions or issues), and training needs. Adopting an IP infrastructure and implementing VoIP offers reductions in overhead costs and supports more flexible environments.

Investing in these technologies and best practices now, even when budgets are tight, can prove valuable as you achieve new efficiencies that help you increase productivity and reduce costs both immediately and for the long-term.



## Two New Reports Offer Insight into Contact Center Operations

### 2007 U.S. Contact Center Operational Review

The US Contact Center Operational Review, a free study of over 200 contact center operations carried out by ContactBabel in association with the American Teleservices Association (ATA), reports the following trends:



- > Agent attrition is running at 33%, and two-thirds of contact centers report major problems with keeping staff.
- > The use of VoIP will triple within two years: reduction in telephone & network costs is the biggest driver for IP uptake.
- > Increasing headcount, improving training and implementing CRM are the top 3 areas of contact center expenditure in the next 2 years.

The report, created in association with the American Teleservices Association, is entirely free and can be downloaded at: [www.contactbabel.com/usor.htm](http://www.contactbabel.com/usor.htm).

### Kaulkin Report 7th Ed., The Future of Receivables Management

The 7th edition of The Kaulkin Report projects that industry revenues will grow from \$16.7 billion in 2006 to \$22.2 billion in 2011.



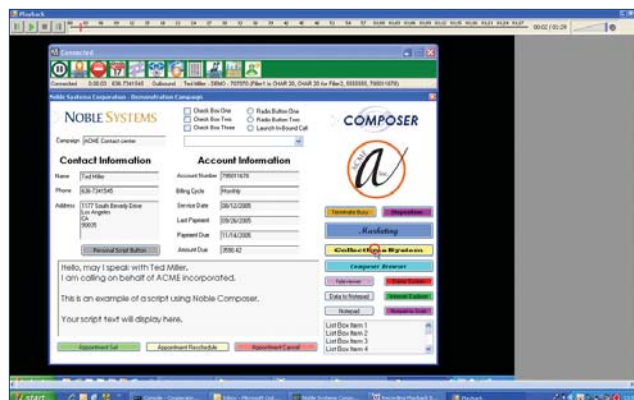
In the process, ARM companies will create value for clients and investors alike. However, economic and political forces are converging to create serious challenges for the industry. In addition, evolving creditor markets will significantly impact the ARM companies they employ.

Download the report at: [www.insidearm.com/go/research](http://www.insidearm.com/go/research).

## 'Screen Capture' Feature Adds Power to Your Quality Assurance Programs

The **Noble QA** module enables managers to build quality management programs. With the upgraded quality assurance features in **Noble Maestro**, you can capture both the audio and video of a call, to make it even easier to manage your quality assurance activities for verification, training and quality control. Managers or QA Agents can see the agent screen to observe workflow and to view data recorded during the call for completeness, while listening to the audio recording to confirm that scripts are read properly and that best practices are followed.

**Noble Screen Capture** helps improve agent workflow by replaying an agent's steps through the desktop. Screen Capture aids desktop design by letting users evaluate workflows (including full keystrokes and mouse movements) to identify weaknesses in script design or in back-office applications. By watching how agents are using screens and call tools, managers can modify scripts to build more effective workflows.



Noble Screen Capture lets you see how agents use call screens so you can improve workflows.

## Automated Campaign Calls Gain Popularity in Political Races with Mixed Reactions from Voters

As the U.S. political campaign season heated up throughout the winter and spring, voters saw a rapid increase in the use of pre-recorded campaign calls. A study by the Pew Research Center released in April 2008 showed that recorded calls have become an increasingly popular form of political advertising, moving ahead of mail and personal calls. In Iowa, the first state to hold a primary election, 81% of citizens received at least one 'robo-call'. From an economic standpoint, automated political campaign calls are a great strategy, with an initial low cost that goes even lower based on volume.

Currently, political calls are not restricted under Federal Do Not Call regulations. However, more than 10 states have enacted legislation that extends coverage of the DNC Registry to political campaigns, and bills have been introduced in both the US Senate and US House to restrict these types of calls. The group *Citizens for Civil Discourse*, organized by Shaun Dakin, has launched a Political Do Not Call List ([www.stoppoliticalcalls.org](http://www.stoppoliticalcalls.org)) for which individuals can register a single voter for free or an entire household for a fee. The group is hoping that candidates will voluntarily honor the registrants' requests by purchasing the list. Meanwhile, the *American Association of Political Consultants* ([www.theappc.org](http://www.theappc.org)) is stepping up its fight against robo-call regulation. Joshua Hapin, a spokesperson for AAPC, says "These calls are an inexpensive way for an underdog candidate to get his message out to voters. The call to ban them is a misguided attack on free speech."

### Political Campaign Costs per Voter

Direct Mail	65 cents
Live Phone Call	50 cents
'Robo-Call'	6 cents

### % of Voters who listen to:

Automated Calls	19%
Personal Calls	39%

(Source: PEW Research Center)



## United Steelworkers Strengthens Member Relations with Noble CCS

Founded in 1936, the **United Steelworkers (USW)** union represents 850,000 workers in the United States and Canada employed in the industries of metals, rubber, chemicals, paper, oil refining and the service sector. The USW's Political Department provides issue and candidate advocacy for its members, focusing on important work-related issues like health care, job security, workmen's compensation, contracts, safety, the environment and retirement.



Polling, fundraising, and political and legislative action are crucial functions for the USW, and keeping in close contact with its members is key to the success of the political

advocacy team. After trying a number of different call center systems over the years, USW selected the outbound, inbound and blended call management features of the **Contact Center Suite (CCS)**. Kyle McDermott, National Field Director, states, "We had a dialer, but it just wasn't meeting our expectations, and we decided to look elsewhere for a solution."

"We found that CCS was definitely the best fit for our organization. We wanted a vendor who understood our needs. Not only were we offered a system that met our immediate requirements, but we are able to build a system that is unique to our growing organizational capacity," says Eric Russell, Call Center Coordinator.

"We primarily use the survey technology to talk to our members about issues and candidates that will have an immediate and lasting impact on their daily lives," McDermott observes. "We use the data we collect to build what most companies would call marketing materials (mail, leaflets, talking points, etc.) We also use the survey technology to gauge our members' support of political candidates,

so that when the union makes an endorsement it is doing so on behalf of the members. The system is also very helpful because we are able to collect initial information from our contacts and create future calls related to their interests/concerns."

"In addition to the dialer, we were able to get a number of built-in features that are valuable to our business," explains Russell. "We use the IVR for automated programs, such as notifying members of events and conducting membership surveys. If they choose, members can press a button to transfer to a live agent for a more personal interaction. We can build stronger relationships with our members."

**" CCS was definitely *the best fit* for our organization. We are **reaching a much higher volume of people**, and have made **drastic improvements in productivity**. We can *communicate more effectively with our members* to represent their needs and interests more accurately. "**

With an understanding of USW's specific needs as a union and political advocacy organization, Noble provided a solution that is helping the group increase performance and improve its member relations. McDermott says, "We are reaching a much higher volume of people, and are able to clearly see how successful each campaign was, what hours are best for reaching our membership, and what messages are most effective. In terms of productivity, we have made drastic improvements."



[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

Debt Connection Symposium | *San Diego, Sep 3 - 5*  
Noble Collections Open Day | *Manchester, Sep 3*  
Credit Services Association | *N Lincolnshire, Sep 17-18*  
Fiserv Client Conference | *Orlando, Sep 21-23*  
ATA Annual Convention | *San Antonio, Oct 5-8*  
CCRI | *London, Oct 7*  
CA Collectors Assoc | *Monterey, Oct 8-9*  
Financial Services Coll Conf | *Las Vegas, Oct 11-13*  
Australian Inst of Credit Mgt | *Melbourne, Oct 15-17*  
Financial Services Tech Summit | *Miami, Nov 5-7*  
CAT Conference & Expo | *Orlando, Nov 10-12*

