



# NOBLE • NEWS

[www.noblesystems.com](http://www.noblesystems.com) | [www.nobleusersgroup.com](http://www.nobleusersgroup.com) | SEP 2011 | vol 10, issue 3

## Talking Technology and Jobs with FCC Chairman Julius Genachowski

### Also in this Issue:

---

Letter from the CEO:  
Advocating for Evolving Technologies  
& New Opportunities in the Contact  
Center Industry

Noble Hosted & Noble Maestro are  
Honored for Innovative Technologies

Top Managerial Issues for  
Contact Centers

Success Story: Apex Credit Management  
Transforms Its Debt Collection Operations  
with Noble & Nexidia



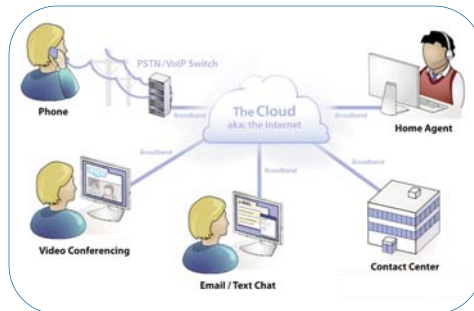
## Talking Technology and Jobs with FCC Chairman Julius Genachowski

Federal Communications Commission (FCC) Chairman Julius Genachowski has made bringing broadband access to rural communities a primary focus, seeing it as a catalyst for job growth. Over the past 15 years, broadband has revolutionized how Americans communicate with one another and interact with the businesses and institutions that serve them. That revolution has entirely changed the contact center industry, making it one of the fastest-growing employment sectors in the U.S. economy and a prime example of how broadband access creates American jobs.

Before the broadband revolution, remote customer interaction was managed via telephone in call centers – brick-and-mortar facilities connected to the legacy copper telephone network. Consumers relied on phone interaction with agents to place orders, manage financial obligations and receive information. The industry's growth was limited by its need for agents to work from central locations, requiring significant investments in infrastructure and facilities.

The arrival of the Internet and widespread availability of broadband, with e-mail, chat and virtual storefronts, transformed the consumer experience and spurred the creation of what we now recognize as the *contact center* – 24/7 hubs that connect consumers and business through multiple platforms. Broadband has also changed the contact center service delivery model,

freeing agents from the legacy copper network and allowing them to operate from any location, while giving the industry increased flexibility for delivering customer services. Contact center employment has been on the rise as consumers overwhelmingly opt for email, the internet, social media and other means as their preferred form of communication.



Looking back, it is clear that the Internet and broadband have enabled and accelerated contact center services and job creation. We can see future growth through expanded employment of an underutilized remote workforce, enhanced communications via social media channels, and the awesome potential of mobile devices. Industry analyst firm Frost & Sullivan reports that U.S. contact center revenue could exceed \$29 billion by 2014. The Bureau of Labor Statistics forecasts that the customer service representative sector will account for the third-highest number of jobs in the country by 2018. Growth in the contact center leads to revenues and jobs elsewhere – as companies become more efficient and profitable through contact center services, those revenues can be invested in research, innovation and expansion.

**Broadband to the Cloud enables business & their customers to communicate more easily, and is a leading factor in the growth of the contact center industry.**

Noble Systems has witnessed this transformation first-hand. When Noble was founded in 1989, our market was primarily serving call centers with outbound phone call automation. Over the years, we have evolved

along with the broadband-powered communications landscape and the transformation to the multimedia contact center. Today, we are proud to be the driving technology behind millions of customer contacts that are made by agents every day at more than 4,000 Noble client installations worldwide. A fast-growing number of companies are choosing our new hosted technology platform delivered via cloud computing, eliminating on-site hardware and reducing overhead costs.

Contact centers are the leading edge of America's 21st Century information economy, and Noble Systems is ready to help our customers take advantage of these new opportunities.

## Advocating for Evolving Technologies & New Opportunities in the Contact Center Industry

*A letter from James K Noble, Jr*

Throughout our history, Noble Systems has worked as an advocate of the call center industry. By participating with industry groups, such as the ACA, ATA, CBA, DMA, SOCAP, and others, Noble is part of a unified voice with a common goal to promote the contact center segment. We have worked in conjunction with these associations to provide educational opportunities, compliance seminars, legislative support, and more.



Recently, I was invited to join Federal Communications Commission (FCC) Chairman Julius Genachowski and other industry leaders to launch the **jobs4america Coalition**, a broad-based group of companies and organizations dedicated to creating opportunities for retraining and expanding contact center job growth in America. In his remarks to the audience, Chairman Genachowski addressed the importance of making broadband access available to communities and the impact that it has had on business growth, and particularly on the expansion and evolution of the contact center industry. He also announced that companies participating in the Coalition are planning to hire 100,000 new employees in the U.S. over the next two years thanks to advancements in broadband access. jobs4america Coalition Executive Director Jim Kohlenberger, American Teleservices Association Interim President Robert Kobek and ACCENT Marketing Services CEO (and Past President of the ATA) Tim Searcy, whose company hosted the event at the site of its newest center, also spoke at the event.

The growth of broadband and cloud-based architectures has also spurred contact center demand for Communication as a Service (CaaS). Noble Systems is excited to have been named as an *IP Contact Center Technology Pioneer* for our recently-announced, **Noble® Enterprise Hosted** platform. We invested significant time and resources to create a robust solution that offers a true enterprise alternative to the more limited tools often found in hosted products, and are glad to see our efforts recognized.

Learn more about the jobs4america Coalition at [jobs4america.net](http://jobs4america.net). And, create a bookmark in your internet browser for [www.noblesystems.com](http://www.noblesystems.com), where you can also subscribe to our RSS feed or email lists, so that you'll always have access to the latest Noble news.



## Noble Hosted & Noble Maestro are Honored for Innovative Technologies

Noble Systems recently received two industry awards for its contributions to advancing technology for contact centers and customer communications. "We focus on delivering leading, future-proof solutions that offer reduced costs, improve agent efficiency, and streamline management functions," says Jim Noble. "We are excited to have our efforts recognized and look forward to continuing our development of innovative solutions for managing customer contacts."

**Noble® Maestro** was recognized as a **2010 Product of the Year** by *Communications Solutions* magazine. Noble Maestro makes it easy for managers to run their contact centers more productively and efficiently. The intuitive



manager portal is a single-entry point for managers to manage campaigns, maintain data, assign contact strategies, set up agents, schedule activities, and control activity flows. Rich reporting gives real-time KPIs that allow managers to make informed decisions and optimize operations. Noble Maestro 5 delivers expanded features for more effective control of contact center programs and resources with real-time agent and campaign management tools, enhanced viewing activities, and state-of-the-art reporting capabilities.



**Noble® Enterprise Hosted** received the **2011 IP Contact Center Technology Pioneer Award**. Noble Enterprise Hosted offers an alternative to traditional premise-based systems, delivering a complete contact center technology solution with all of the advantages of a cloud-based CaaS (communications as a

service) infrastructure. The hosted solution gives companies advantages in scalability, business continuity and cost-of-entry, with a clear migration to a premise-based solution as their business grows. The Award recognizes companies that have produced an innovative, successful IP contact center product or service.

Both awards were announced by Technology Marketing Corporation in July. "Technology is the key to the success of any call center and our award programs honor companies that are advancing call center technology and voice communications," said Rich Tehrani, CEO, TMC. "TMC is pleased to honor Noble Systems for bringing superior, groundbreaking technologies to market while providing high quality and advanced applications that show benefits for customers and provides ROI for the companies that use them."

## Top Managerial Issues for Contact Centers

The **2011 US Contact Center Decision Makers Guide** (4th edition), published by ContactBabel in conjunction with the ATA, distinguishes 8 of the most pressing operations issues faced by contact center managers. As in past years, customer satisfaction improvement is the top priority. Economic events of the recent years places a focus on the bottom-line, with increasing revenues and decreasing costs also ranking highly. Reducing staff attrition is a lower priority for many of the report's respondents, as attrition levels drop and other matters take precedence. The top issues identified by managers are:



The *US Contact Center Decision-Makers' Guide* is the major annual report studying the performance, operations, technology and HR aspects of US contact centers. Unlike reports which look at discrete solutions without prior reference to the commercial and operational issues which they address, the Guide first identifies 7 of the major pain points and issues that affect the industry and then addresses solutions for each issue, including: Improving quality and performance, Maximizing efficiency and agent optimisation; New media and the customer of the future; Increasing profitability; Choosing a location; HR management; and Strategic directions.

Get the entire report at: <http://ataconnect.org/babelreport/>

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



Visit the **Select Noble Users Group (SNUG) website** – the only authorized users group site for Noble Systems clients – for the latest news on your Noble solutions, including product release information, training classes, company announcements, support access & user forum. Not a member? Register today for exclusive access to member tools.



# Apex Credit Management Transforms Its Debt Collection Operations with Noble & Nexidia

**APEX Credit Management** is one of the UK's leading, ethical debt management companies. A specialist in providing credit management, debt collection and debt purchasing services, the company's clients include some of the largest global blue chip, banking and public sector organizations. The company has grown over the last 10 years and is now ranked within the UK's Top 10 Debt Collection Agencies.



Using Noble® CCS with integrated speech analytics technologies from Noble partner Nexidia, Apex is seeing significant achievements in revenue collections and compliance monitoring. Against the trend of the downturn in the economy, Apex has nearly quadrupled throughput, boosted conversion rates by 15%, and increased cash collected per agent per hour by 30%.

*Noble Speech Analytics*, powered by Nexidia, works with the *Noble predictive dialer and voice recorder* to document Right Party Contacts and analyze the detail on each call to extract detailed customer information. With visibility on 100% of calls, Apex can understand what is happening at the point of customer interaction. Meaningful business intelligence can now be quickly extracted to improve agent performance and ensure compliance.

The legal department, tracing department and complaints teams have all seen improvements in performance. Complaint inquiries that previously took up to two weeks can now be pulled together in about 10 minutes, saving huge amounts of time and effort. The detailed analysis of all calls is delivered to the team manager's desktop each morning. Approximately 30 hours per month per team manager has been saved and is now being reinvested in 50% more weekly coaching and auditing. Also, as 100% of an agent's calls are taken into account, coaching and mentoring are now far more

targeted. The team manager is able to focus on specific issues to help the individuals build skills and confidence.

Steve Mound, Chief Operating Officer at Apex states; "Noble and Nexidia have been excellent partners. The product 'does what it says on the tin'. The unified Noble platform is now fully embedded as part of our total solution to the market. We have dramatically improved our compliance capability and believe that we are setting new standards in dealing with people with financial difficulties."

As a further testament to the success of Apex's business strategies and technology, the company recently received the Professional Planning Forum's Integrated Outbound Customer Contact Innovation Award. These prestigious awards showcase innovations that are transforming the experience of customers and employees and demonstrate how planning can make a real difference.

**“ Noble Systems and Nexidia have been excellent partners and the integrated platform has provided a substantial ROI. Throughput has quadrupled, and we have increased conversion rates by 15% and cash collected per agent hour by 30%. ”**

"Noble's integrated outbound solution with Speech Analytics from Nexidia has provided not only a substantial ROI, but also a leading edge platform on which to base future company growth and respond quickly to changing market needs," observed Richard Furlong, Contact Strategy Manager. "It has allowed us to generate far more effective results (cash collected) from those customers we reach and has also improved our standing and reputation with our existing and new clients."



[www.noblesystems.com](http://www.noblesystems.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

### LATAM

#### Noble Systems Brazil

+(55) 11.3266.7355

#### Noble Systems Mexico

+52 (55) 3300.5108

## EVENT CALENDAR

### Credit Services Association

Birmingham, UK | September 8-9

### Debt Connection Symposium

Las Vegas, NV | September 13-15

### OSCA Annual Conference

Niagara Falls, Ontario | September 15-16

### Northeast Debt Collection Expo

Atlantic City, NJ | September 18-20

### Call Centre Expo

London | October 11-12

### Financial Services Collections & Credit Risk

Las Vegas, NV | November 2-4

### CGI Innovations

Tucson, AZ | November 6-9

