

## AUSTRALIA

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### **Tim Searcy Offers Experience in Meeting the Challenges of DNC Legislation and Avoiding Violation Fees with the Compliance Tour 2006**

*Noble Systems presents the world's foremost DNC authority to help companies survive the Do Not Call Regulations*

**Atlanta, GA – August 2, 2006:** The ACMA's new Do Not Call Register is expected to receive over 1 million registrations in its first week, and 4 million in the first year. Telemarketers could face fines of up to \$11,000 for a single DNC violation. Noble Systems Corporation, a global leader in contact centre technology solutions, is teaming with Tim Searcy – the world's foremost authority on DNC legislation and call compliance – to help the Australian contact centre industry meet the new Do Not Call Register challenges.

Noble Systems and Contact Center 1-2-1, Australia's award-winning contact outsourcing specialist, present the Compliance Tour 2006. The Tour will feature Mr. Tim Searcy, CEO of the American Teleservices Association and a leading authority on Do Not Call regulations. As a global spokesperson for the teleservices industry, Mr. Searcy has participated in hundreds of interviews related to call centre legislation and has appeared on numerous U.S. television networks and in a variety of newspapers. Mr. Searcy has been active in compliance issues in Brazil, Canada, India, the Philippines, the U.K., and the Dominican Republic.

“Over 121 million telephone numbers have been listed with the U.S. National DNC List since its inception in 2003. The number more than doubled from the end of the first year to the end of the second year, and now represents one-third of all U.S. phone numbers,” states Mr. Searcy. “The impact this has had on the U.S. telemarketing industry has been overwhelming for call centres that were not prepared to meet the regulations. Through July 2006, the Federal Trade Commission has been awarded judgments or settlements of over \$11.8 Million dollars (\$US), including the largest ever penalty to a single company of \$5.3 Million. In addition, companies have paid more than \$37 Million in fees to access the DNC Registry. Organisations that have put the right processes and tools in place to manage the guidelines have been able to succeed and to grow by taking advantage of new business opportunities. Our seminar will show you how to avoid costly violation fees and how to stay ahead of the game – and ahead of the competition.”

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The Compliance Tour offers upcoming seminars in Sydney (August 22) and Brisbane (August 24) to help contact centre professionals learn more about how the upcoming DNC regulations can affect their business, and how they can survive and succeed the new legislation. The breakfast seminars will meet from 7:30 am – 10:00 am and will explore the scope of the DNC threat, lessons learned from the U.S. experience, how to build a compliant centre, and how to thrive in the regulated environment. For more information on the seminars, please visit [www.noblesystems.com.au/Compliance06.htm](http://www.noblesystems.com.au/Compliance06.htm) or call +61.2.9231.0222.

“Noble Systems recognises the importance of the new DNC regulations. They offer an opportunity to improve the quality of business within our industry,” says Chris Hodges, Senior Vice President of Sales and Marketing at Noble Systems. “We are equally supportive of the companies that are affected by the changes. Those companies that have the tools in place to meet all of the new requirements have a great competitive advantage. The right technology solution is a crucial piece to contact centre operations, offering the right toolset to meet the new challenges of the regulatory environment.”

## **About Noble Systems®**

Noble Systems Corporation (NSC) is a global leader in contact centre technology solutions, providing innovative products since 1989. Tens of thousands of agents at hundreds of client installations worldwide conduct business using the award-winning Noble platform for inbound/outbound/blended communications. The scalable, integrated Noble solution includes advanced ACD and predictive dialling; unified contact processing for voice, email, and web; and integrated IVR, digital recording, messaging, quality control/monitoring systems, scripting, and real-time reporting and management tools. Based in Atlanta, GA, NSC is a part of the world’s largest teleservices organisation, with operations in over 30 countries. For more information on this item or the company, contact us at +(61) 02.9231.0222 or visit Noble Systems online at [www.noblesys.com](http://www.noblesys.com).

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