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**Contacts: Noble Systems**

Lee Allum  
VP Marketing  
(t): 888.8.NOBLE.8 (888.866.2538)  
404.851.1331 x. 538  
(e): [lallum@noblesys.com](mailto:lallum@noblesys.com)

**Intelligent Results**

Christina Schuetz  
Director, Marketing Communications  
(t): 425-455-5100 x229  
(e): [christina.schuetz@intelligentresults.com](mailto:christina.schuetz@intelligentresults.com)

4151 Ashford-Dunwoody Rd., Suite 550  
Atlanta, GA 30319  
(t): 888.866.2538  
(t): 404.851.1331  
(f): 404.851.1421  
[www.noblesys.com](http://www.noblesys.com)

## **Noble Systems and Intelligent Results Form Strategic Partnership**

*Enabling customers to maximize resources and improve contact center performance*

**Atlanta, GA – May 16, 2006:** Noble Systems Corporation, a global leader in contact center technology solutions, has partnered with Intelligent Results, a pioneer in customer analytics software. This partnership allows Noble Systems to offer its clients the intelligence for increased performance in all customer contact applications in fundraising, telesales, and collections.

With this partnership, contact center operators are able to develop analytical models to determine the best practices for contact center operations. Using analytically-driven decisions, contact centers can increase performance on outbound customer contacts while they decrease costs by contacting the consumer by the right method at the right time.

Intelligent Results' Predigy<sup>®</sup> software platform combines customer analytics with decision management and strategy simulation. This integrated platform allows organizations to more accurately understand and predict the behavior of their customers, simulate and optimize strategies to react to those behaviors, and with a push of a button, quickly operationalize those strategies.

“This partnership gives Noble Systems' users a competitive edge by providing them the ability to make analytically-driven decisions and to quickly see how different customer treatment strategies impact contact center operations,” said Stan Shull, Vice President of Business Development at Intelligent Results. “By integrating Noble Systems' contact center management solutions with our analytics and customer decision management platform, we enable clients to maximize their profitability.”

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“We are seeing across the board increased results when companies make intelligent decisions on who best to contact,” said Chris Hodges, Sr. Vice President Sales and Marketing at Noble Systems. “In today’s age, there are limited resources and limited time to get the results your company needs to be strategic, so that you can leverage resources for optimum performance. Intelligent Results is the leader in the field and we are happy to bring this partnership to our clients.”

## **About Intelligent Results**

Intelligent Results<sup>®</sup> enables companies in the financial services industry to run their businesses more dynamically with a new standard in customer analytics and decision management. The Intelligent Results Predigy<sup>™</sup> software platform allows companies to better understand and predict customer behavior and then quickly plan and operationalize targeted strategies. This empowers companies to improve the customer experience, allocate resources more effectively and produce profitable results. Intelligent Results’ approach, platform and applications result from 20 years of work that began in the national labs. Intelligent Results was founded by leading thinkers in predictive analytics with real-world experience at forward-thinking companies such as Amazon.com. As the company has grown, it has added executives and staff with extensive financial services experience. Since the launch of the beta version of Predigy, over two dozen new customers and partners have chosen to work with Intelligent Results. [www.intelligentresults.com](http://www.intelligentresults.com).

## **About Noble Systems<sup>®</sup>**

Noble Systems Corporation (NSC) is a global leader in contact center 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 dialing; 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 organization, with operations in over 30 countries. For more information on this item or the company, contact Lee Allum at 1.888.8NOBLE.8x538 ([lallum@noblesys.com](mailto:lallum@noblesys.com)), or visit Noble Systems online at [www.noblesys.com](http://www.noblesys.com).

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