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Pareto Phone Selects Contact Centre Solution from Noble Systems for Unified Customer Contact Management

Pareto introduces Noble's integrated platform to deliver more efficient fundraising capability

Sydney, Australia – June 27, 2006: Noble Systems Australia, a global leader in contact centre technology solutions, has been selected by Pareto Phone Pty Ltd to provide technology to assist with its full service fundraising activities. Pareto Phone is a subsidiary of Pareto Fundraising Pty Ltd. This is the first major technology introduction into the Pareto fundraising agency.

Pareto has selected the Noble Systems contact centre solution following an extensive selection process in which many of the industry technology providers were considered. The solution, to be introduced into Pareto Phone's new contact centre facility in Fortitude Valley, will provide Pareto with state-of-the-art, future proof technology, providing the ability to expand as necessary. As well as all the normal turn-key features of a Noble™ Solution, Pareto will also have the ability to record calls as needed and offer remote client monitoring.

“We expect significant productivity improvements and improved customer service by automating our fundraising contact centre facilities with the platform from Noble Systems. We have not taken this step towards the implementation of technology lightly, and while we reviewed many technology solutions, Noble Systems offered us the most value for our money, allowed us to expand as we required, and provided us with a solution that fit into our requirements – not the other way around. We are excited by what this new technology will offer us and even more excited to have Noble Systems as one of our key technology providers,” said Paul Roberts, Managing Director, Pareto Fundraising.

Paul Luketich, Managing Director of Noble Systems Australia, says, “Noble Systems has a strong presence in the Fundraising arena, and is honoured to join Pareto in this technology partnership and to bring our contact centre technology expertise and know-how to their organisation. Our high-performance solutions offer Pareto the flexibility and power to offer first-class services while at the same time allowing them to grow as required.”

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About Pareto Fundraising

Pareto Fundraising is a full service fundraising agency that exists to help charities raise more money for their cause. Their success in this challenging field comes from their expertise in using data to find creative strategies that deliver brilliant fundraising strategies and appeals, ultimately securing more income for the charities they work for.

Pareto works in long term partnerships with their clients to deliver successful fundraising strategies and outstanding results. Their account teams are made up of a mix of fundraising, marketing, data and production experts. Pareto believes the key to long-term growth is from bequests, major donors, high value donors and regular giving.

The Pareto services provided include: direct mail appeals, donor care and acquisition approaches; bequest program development; strategic advice/consultancy sessions; telephone fundraising; and training for staff. For more information about Pareto Fundraising, please contact Sean Triner - Strategy Director. www.paretofundraising.com

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).2.9231.0222 or visit Noble Systems online at www.noblesys.com.

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