

## FOR IMMEDIATE RELEASE

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## **KCG Call Centers Selects Contact Center Technology from Noble Systems for Telemarketing and Customer Service Programs**

*Virginia Service Bureau chooses blended platform from the award-winning technology vendor*

Atlanta, GA – February 2, 2009: **Kavanaugh CallCenter Group (KCG Call Centers LLC)** has selected the **Noble® Solution** from **Noble Systems Corporation** to manage blended customer contact programs for its outsourcing center. Noble Systems is a global leader in contact center technology solutions. KCG is an independently owned and operated service bureau that has been offering its clients quality, client satisfaction, and customer service excellence since 2005.

KCG selected the Noble® Solution to integrate its telemarketing and customer service activities with blended outbound and inbound contacts. Based in Pennington Gap, Virginia, KCG has implemented a customized 120-seat *Noble Enterprise* platform that integrates outbound dialing, inbound skills-based call routing, digital recording and screen capture, IVR and Virtual Messaging, and a complete suite of quality monitoring, management, and reporting tools. The unified *Noble Composer* agent desktop will allow KCG to easily create customized agent workflows and scripts to meet the customer contact program needs of each individual client and will streamline agent processes for improved productivity. The flexible Noble platform will allow KCG to provide direct program monitoring and program-specific reports so that its clients have a full view of their campaign activities and performance.

“KCG is pleased to be implementing a Noble Systems solution at our center in Pennington Gap, Virginia. As a newly independent call center, it was important to us to have a complete call center package, an all in one solution. Noble brings that to the table for us. They provide inbound, outbound, IVR, reporting, quality assurance, and many other necessary features and capabilities. The Noble system turned out to be a completely comprehensive solution - and within our budget framework. The Noble Systems team is easy to work with and willing to take the time to explain things. We are quite happy we chose Noble technology for our call center.”

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James K. Noble, Jr., President and CEO of Noble Systems, says, “KCG Call Centers delivers quality contact center programs for clients in a wide-range of industries. The Noble Solution will give KCG the flexibility to meet the needs of each individual client, from custom agent desktops and campaign setups to complete performance and results reporting. Noble Systems is proud to be the contact center technology provider for KCG, and we look forward to supporting their growth.”

### **About Kavanaugh CallCenter Group**

Kavanaugh CallCenter Group (a.k.a. KCG Call Centers LLC), based in Pennington Gap, Virginia, provides customer care and sales support for its large scale clients, including lead generation, new sales/enrollments, customer service, customer retention, technical support, and other forms of customer engagement such as initiating service actions or program benefits. Founded in 2005 by Kathy Kavanaugh, Site Owner and Director, Kathy brings 30+ years of large scale call center experience in serving financial services, hospitality, retail and other service businesses. The call center is a self-contained fully functioning operation with the newest in technology, world class processes, and a strong team of up to 744 people serving customers throughout the USA seven days per week. For more information, contact Kathy Kavanaugh by phone at 276-546-2890, by email at [kathy@kcgcallcenters.com](mailto:kathy@kcgcallcenters.com), or visit [www.kcgcallcenters.com](http://www.kcgcallcenters.com).

### **About Noble Systems®**

Noble Systems Corporation (NSC) is a global leader in contact center technology solutions, providing innovative products since 1989. Every day, millions of customer contacts are managed by agents at 2,000+ 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 was the first vendor to offer an open, scalable, fully-distributed platform. For more information on this item or the company, contact Lee Allum at 1.888.866.2538 x538 ([lallum@noblesys.com](mailto:lallum@noblesys.com)), or visit [www.noblesys.com](http://www.noblesys.com).

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