

## FOR IMMEDIATE RELEASE

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### **Noble Systems Selected to Deliver Cloud-Based Contact Centre Solution for PacificHub Corporation**

*All-SIP environment offers increased flexibility, seamless interaction with home-based agents*

SYDNEY, Australia – 3 August, 2010: Noble Systems Corporation, a global leader in innovative contact centre technology solutions, announces PacificHub Corporation's decision to enhance to its existing Noble® Solution suite products with the addition of the Noble® Siphony cloud-based software platform. Based in Manila, PacificHub is one of the fastest-growing contact centre outsourcing providers in the Philippines. The new platform will serve PacificHub's recently-expanded workforce at multiple locations. Noble SIPhony supports contact centre environments regardless of their telephony infrastructure and offers virtually limitless expansion potential and reduced costs.

"Noble Systems is a great fit for PacificHub because of our flexible, future-proofed offerings," said Paul Luketich, Managing Director of Noble Systems Australia. "The Noble Solution platform can continue to grow with them, while our award-winning service and support will be there every step of the way."

In addition to increasing PacificHub's overall capacity, the addition of SIPhony will provide enhanced efficiency by maximising agent performance, blending multi-location workforces, and offering support for IP-based communications. The new platform also offers technology improvements and cost savings for outbound dialling operations, a key element of PacificHub's offering to global business partners.

"This critical transition will help us deliver significant productivity and customer service improvements," said Manuel Lopez, Jr., Chairman and CEO at PacificHub. "Our partnership with Noble Systems sends a clear signal to our clients that we are committed to best practice investments that enable increased campaign efficiency and positive business results."

#### **About Noble Systems®**

Noble Systems Corporation is a global leader in contact centre technology solutions, providing innovative products since 1989. Tens of thousands of agents at 4,000+ client installations worldwide conduct business using the award-winning Noble platform for inbound/outbound/blended communications. The scalable, integrated Noble solutions include advanced ACD and predictive dialling; unified contact processing for voice, email, and web; and integrated IVR, digital recording,

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messaging, quality control/monitoring systems, scripting, workforce management, and real-time reporting and management tools. Noble Systems was the first vendor to offer an open, scalable, fully-distributed platform. For more information on this item or the company, contact Paul Luketich at +(61)-02-8222-0500 or visit [www.noblesys.com](http://www.noblesys.com).

### **About PacificHub Corporation**

PacificHub is one of the fastest growing contact centre BPO providers in the Philippines, enabling superior customer experiences on behalf of over 30 clients through 2,150 employees spread across two state-of-the-art delivery centres in Metro Manila. As a preferred partner to domestic and international organisations, the company has a successful history in managing cost-effective, multi-channel contact centre operations for businesses across several industries including telecommunications, technology, media, travel, retail, energy and utilities. By partnering with PacificHub, organisations not only achieve the inherent benefits of outsourcing, as clients are also assured of proven governance and customer satisfaction methodologies that drive desired results across stages of the customer management lifecycle. To learn more, call +63 (0)2 634-7444 or visit to [www.pacifichub.net](http://www.pacifichub.net).

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