



**Unifying the Agent Desktop  
with Noble® Composer *Mimic***

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- > The Information Challenge
- > The New Desktop Solution
- > How Noble® Mimic Gets It Done
- > The Noble® Solution for Agent Desktop Unification

# The State of the Agent Desktop

In today's busy call center environments, agents have access to a multitude of resources and applications. With the goal of providing better customer service, companies have given agents more and more tools to use when interacting with customers, hoping to increase efficiency and improve customer satisfaction. The result is that agents have often become overloaded with data, and may become less productive as they try to navigate through the mass of customer information and disparate software applications.

Noble Systems introduces **Noble™ Mimic** from *Noble™ Composer* – a new solution for contact centers that unifies the agent desktop, cutting through the clutter to provide a streamlined interface to the mission-critical tools and resources which your agents need to work more effectively. **Noble Mimic** allows agents to be more productive by putting the applications, information, and workflow they need at their fingertips in a single point of access, organizing the chaos and empowering your agents with the right information at the right time.

With the robust **Noble™ Solution**, you have a robust suite of management tools to provide an “out of the box” turnkey software system. Our integrated platform was purposely designed to manage the agent environment and to manage workflow within the contact center.





Company: CAC COMMUNICATIONS  
 Contact: Ms. Jane Doe  
 Nick: Sales  
 Title: TELEMARKETING SUPERVISOR  
 Assistant: A. Roles  
 Spouse: Bethany  
 Main Email: msjdoe@cac.com  
 Address: 1341 CROSSBURY'S BOULEVARD  
 City: Chesapeake  
 State: VA  
 Zip: 23020  
 Country: United States  
 Lead Status: C  
 Lead No.: 37531  
 Priority Code: No  
 Sales ID: Les Alan  
 Admin ID:  
 BD ID:  
 SE ID: John Jones  
 Created By: Les Alan  
 Managed By: JAY HANLON  
 Move Code:  
 M.H. Date:  
 Last Edit:

United States - Wikipedia, the free encyclopedia  
 From Wikipedia, the free encyclopedia  
 (This article is about the USA.)  
 For other uses of terms reflecting here, see: United States of America  
 The United States of America is a federal constitutional republic situated almost entirely in the western half of the capital district, in a central North America between the Atlantic Ocean to the east, the Gulf of Mexico to the south, the state of Alaska to the west, and the state of Hawaii to the mid-Pacific. The United States is bordered by the Caribbean Sea and the Pacific Ocean to the south and west.  
 At 3.79 million square miles (9.83 million sq km) and fourth largest country by total area, and most largest world's most ethnically diverse nations, the product economy is the largest in the world, with a nominal GDP of \$14.7 trillion (2008).  
 The nation was founded by thirteen colonies of Great Britain in the American Revolutionary War. The first state to join the United States was Delaware in 1787, followed by Pennsylvania, New Jersey, and New York. The Bill of Rights, comprising ten constitutional amendments, was ratified in 1791. In the nineteenth century, the United States acquired land from France, Spain, Mexico, and Russia, and annexed the Republic of Texas and the Republic of Hawaii. The American Civil War ended slavery in the United States and prevented a permanent split of the country. The Spanish-American War and World War I confirmed its status as a military power. In 1945, the United States emerged from World War II as the first country with nuclear weapons and a permanent membership on the United Nations Security Council.

Mobile Systems Corporation - Contact Data Query  
 Contact Manager  

Account No.	Reg. Number	Make	Model	Make_Sel	Model_Sel	Year	Disposition	Inst. Date	Last Work Date	Last Contact
2470000	4192 42	SA	TURNER	SA	TURNER	8/12/2005	80-300	11/20/2005		
2470000	4192 29	SA	TURNER	SA	TURNER	8/12/2005	80-300	8/12/2005		
2470000	7393 11	SA	SAWS	SA	SAWS	8/12/2005	80-300	9/27/2005	11/14/2005	IC
2470000	3912 26	SA	WEBER	SA	WEBER	8/12/2005	80-300	8/30/2005	11/14/2005	IC
2470000	1372 14	SA	FARRIS	SA	FARRIS	8/12/2005	80-300	11/07/2005	11/14/2005	IC
2470000	7027 8	AA	FEY	AA	FEY	8/12/2005	80-300	11/09/2005	11/14/2005	IC
2470000	3385 48	AA	SANDEZ	AA	SANDEZ	8/12/2005	80-300	8/12/2005	11/14/2005	IC
2470000	4423 13	AA	WILFELY	AA	WILFELY	8/12/2005	80-300	9/30/2005	11/14/2005	IC
2470000	3755 41	AA	WALLS	AA	WALLS	8/12/2005	80-300	9/30/2005	11/14/2005	IC
2470000	395 86	AA	MARSHALL	AA	MARSHALL	8/12/2005	80-300	8/12/2005	11/14/2005	IC
2470000	3114 58	AA	BICEPRA	AA	BICEPRA	8/12/2005	80-300	8/12/2005	11/14/2005	IC

Have Call Center? No  
 Total # Sites in CC: 48  
 Plan a Purchase?  
 Compelling Event: Morning  
 Top Application(s): Television  
 Top Competitor(s):  
 Thank you very much for your interest in our products.  
 In response to our inquiry, I have attached a brochure with more information on our HDSDC. The dimensions of the box are 10" x 12" x 4". Quantity discounts are available, at presentation. You have recently introduced new video for the product, so will be an added nice touch.  
 Please feel free to contact me at 1-800-111-2222 or email at jdoe@rainbow.com. If you have any other questions or need this to please to order.

ACME Script Builder  
 Campaign: ACME Contact center  
 Contact Information  
 Name: Tim Johnson  
 Phone: 404-651-1331  
 Address: 4151 Ashford Dunwoody Road, Suite 550, Atlanta, GA 30319  
 Account Information  
 Account Number: 25089622A1478252698  
 Billing Cycle: Monthly  
 Service Date: October 19, 1996  
 Last Payment: Sep  
 Payment Due: Oct  
 Amount Due: \$27  
 Hello, may I speak with Tim Johnson. I am calling on behalf of ACME Incorporated.  
 This is an example of a script that can be built in Noble Composer.  
 Your script text will display here

Industrial Automation  
 NEW PRODUCT CATALOGUE  
 Web-Based & TCP/IP-Controlled Products  
 Remote Data Acquisition Modules  
 Serial to LAN TCP/IP Conversion  
 3000 Outbound - Laura Thompson - GRG - 707870 (First at CHAR 20, CHAR 20 for First-2, 1000000, 790456123)

Account GRG Information  
 Account Number: 790456123  
 START RECORD

ACME Inc.  
 Enter A/Cs | Review A/Cs | Send Batch | Enter Payment | V  
 Debt Ref: 0108000003  
 Name: John Q. Public  
 AKA/OBA: John  
 Address: 5555 America Boulevard  
 Postal Address: 5555 America Boulevard  
 Hn. Ph: 5554321 Wk. Ph: 5555  
 Fx. Ph: 5551234 N. Ph: 5555  
 DOB: Drivers Lic: 1223  
 Employer: Acme Corp. Position: Mail  
 Debt Type: PROFESSIONAL SERVICES RENDERED  
 Date of Debt: To:  
 Client Account Np:  
 Client Name: COL - trading name  
 Contact: Mr. Face Phone: 0745  
 Account Managed By: Barry  
 Debt Status: ACTIVE  
 Work On: [Let On] A/C Status: CURRENT  
 Notes  
 12/2/2003 17:15 DSSWADMIN Payment: \$100.00 DIBC  
 8/7/2001 12:11 DSSWADMIN Account opened for action

# The Information Challenge

The demands of the current business environment and customer expectations make it crucial for your agents to have an expanded toolset for easy access to information. Agents may be required to use a complex combination of business applications and resources to do their jobs (CRM Systems, Collection Package, Skip Trace Tools, Payment Processing, Additional Backend Applications, Knowledgebases, Scripts, Websites, and more).

With multiple log-ins and different processes for each individual application, navigational difficulties, copying-and-pasting or duplicate data entry, and searching through multiple systems with differing data, it becomes easy to see how agents can feel overwhelmed. Add the use of emails, webchat sessions and voicemails into the mix, and the desktop becomes a puzzle for the agent to put together, rather than a seamless path that guides them through their tasks.

## Current Desktop Challenges:

- > Numerous Applications & Functions
- > Multi-channel Communications: Emails, Webchats, Voicemails
- > Manual Processes
- > Lengthy & Expensive Training Cycles
- > High Agent Turnover

## Current Agent Pain:

- > Bulky Workflows with Multiple Log-ins & Separate Processes
- > Duplicate Data Entry or Manual Cut & Paste of Information
- > Challenges with Uniformity for Compliance
- > Longer Hold Times & Increased 'Dead Air' Time for Customers
- > Increased Distractions & Decreased Focus on Customer
- > Multiple Log-ins and Separate Processes
- > Missed Cross-sell or Settlement Opportunities
- > Reduced First Call Resolution
- > Increased Response Times

“ Like a *‘Universal Remote’*  
for the Agent Desktop,  
**Noble® Mimic** gets rid of  
*multiple controls* for our  
individual components &  
*consolidates* them into a **single,**  
**multi-functional tool** to help  
our agents work  
*more efficiently.* ”

## The New Desktop **Solution**

**Noble Composer** represents the newest generation of contact center desktops, using state-of-the-art technology to provide an integrated and intuitive view of the customer and to streamline agent processes. By highlighting flexibility, speed, and ease-of-use, the new enterprise desktop is focused on making users more productive and delivering a more efficient, more satisfactory experience for the customer – each and every time.

Using the power of **Noble Mimic**, you can create a single point of access to your entire library of businesses applications. Our Unified Desktop tools help you consolidate data from multiple sources – including optional 3270/5250/VT100 emulation, custom dlls and executables, OCX and .Net development environments, & more – into a common agent interface.

You can easily wrap legacy applications and existing business processes into the new desktop, without requiring lengthy and expensive data manipulation projects. And, you can add new applications and processes to keep your business at the leading edge of technology. Our intuitive design tools make it easy to create an agent desktop that allows your agents to quickly get the information they need to resolve customer issues.

**Noble Composer with Mimic** allows you to build custom scripts, emulate mainframes, or integrate third-party applications *for complete desktop unification,* resulting in *reduced training time & improved agent productivity.*

The image displays three windows from the Noble Composer application:

- Top Window (Inbound Campaign):** Shows account details for Tina Fleming. Account Number: 798345011. Address: 2101 East Camelback Road, Phoenix, AZ 85016. Service Date: October 19, 1996. Amount Due: \$275.68. Buttons include 'Terminate Call', 'Send FAX Confirmation', and 'Send Email Confirmation'.
- Bottom Left Window (Host Mapping):** Shows a script for University of Georgia OASIS System Entry. It includes a keyboard layout diagram and instructions: "Please enter your Student ID and your Personal ID Number (PIN) and press <ENTER>." It also provides a URL for creating a PIN: <https://oasisweb.uga.edu/html/createpin.html>.
- Bottom Right Window (Outbound Campaign):** Shows a debtor reference screen for 00023214334974. It lists personal information for Joseph Debtor, including address, phone numbers, and DOB. A summary table shows a total debt of \$6,000.00, with a current balance of \$6,714.68.

## The New Agent Desktop

- > Simplifies Organizational Challenges
- > Integrates Applications Easily
- > Automates Processes & Compliance
- > Enhances Existing Applications with New GUI & More Functionality
- > Builds New Applications Quickly without Complex IT Involvement
- > Reduces Agent Training & Certification Process
- > Utilizes the Desktop to Control Security



## The Benefits of the Unified Agent Desktop

- > Increases Agent Efficiency by Simplifying Process
- > Creates a Single Log-in & Access Point for Multiple Applications
- > Provides Easy Navigation to Tools & DataSources
- > Facilitates Exchange of Data Between Databases & Programs
- > Consolidates Customer Data from Multiple Sources into a Single View
- > Merges Voicemail, Email, & Web for Faster Responses
- > Improves Compliance Management
- > Reduces Training Time & Efforts



## How Noble® Mimic Gets It Done

**Noble® Composer** and **Mimic** help you create a unified desktop to consolidate data from multiple sources into a single agent interface, making it easier for your agents to be more productive. Our open design gives you the flexibility to mix and match a variety of integration tools – including optional 3270/5250/VT100 emulation, custom dlls and executables, OCX and .Net development environments, & more – to build virtually any external package into your agent desktop.

In addition to a unified agent desktop that simplifies the agent process, Noble gives you the added advantage of our powerful workflow management for your contact center. Noble Systems has been providing workflow management solutions for the call center for more than 20 years. **Mimic** desktop emulation with *Noble Composer* gives you the advantages of integration with your legacy applications, plus the power of our full communication suite, including built-in dialing, inbound switch integration, voice logging, screen capture, outbound messaging, digital recording, IVR routing, agent monitoring, and more.

The Noble database Hub anchors the system across agent functions and activities to create a single, integrated platform to manage all of your contact center activities, from scripting and routing rules, to list management and campaign assignments, to quality assurance and reporting. For your agents, Noble delivers simplified processes, workflow automation, scripts, and a complete set of tools for communicating with customers. For your managers and supervisors, Noble delivers a Management Suite with dashboards, control panels, and alerts, plus a report library that helps you manage your business more effectively.

The Noble Solution gives you the power of Noble's high-performance predictive dialing & switch integration, plus...workflow management, real-time reporting, quality assurance & more.

**Agent Stations (Active)**

Agent Name	Status	Time
Bob Smith	Wailing	02:10:56
Teresa Powell	Connected	-5-59-24
Mark Chambers	Wailing	-5-59-52
Robin Dabie	Connected	-5-59-21
Pamela Adams	Connected	-5-59-45
Jim Jara	Connected	-5-59-37
Frank Miller	Connected	-5-58-34
Ivy Callerman	Connected	-5-59-32
Debbie Bryce	Connected	-5-59-34
Susan Savard	Connected	-5-59-35
Doyle Fancher	Connected	-5-59-30
Bryan Zippner	Connected	-5-59-47
Bell Fisher	Connected	-5-59-50
Eric Ackerman	Connected	-5-59-52

  

**Campaign Detail Report**

Campaign	BDTM	BDWS	BKTM	EMTP	HELP	NOED	NOBE	NOBS	Totals
Completed	2	0	2	251	2	739	97	1340	
Contacts	233	78	28	539	819	882	572	2629	
Compl / Hour	0.07	0.00	0.58	0.53	0.06	1.34	0.69	0.79	
Compl / Contact %	00.86%	00.00%	07.14%	46.57%	00.24%	83.79%	16.56%	50.97%	
Total Time (minutes)	27:14	08:27	03:28	472:57	32:02	553:22	140:44	1698:49	2937:06
Total Calls	533	190	51	615	1015	1324	575	2784	7087
Time Connected (minutes)	05:09	01:33	00:50	174:20	04:48	153:17	57:34	697:14	1094:49
Connect %	19.54%	18.49%	24.01%	36.86%	15.02%	27.70%	40.90%	41.04%	
Avg Call Length (minutes)	00:35	00:30	00:59	17:00	00:17	06:57	06:00	15:00	
Time Waiting (minutes)	03:47	01:05	00:10	00:12	04:06	09:11	00:14	01:55	
Waiting %	13.91%	12.95%	04.92%	00.04%	12.80%	01.86%	00.17%	00.11%	
Avg Waiting Between Calls (minutes)	00:26	00:21	00:12	00:01	00:15	00:25	00:02	00:06	
Time ACW (minutes)	09:14	03:18	01:27	125:14	11:28	160:02	00:00	394:4	
ACW %	33.89%	39.15%	42.23%	26.49%	35.84%	28.92%	00.00%	23.25%	
Avg ACW Length (minutes)	01:02	01:03	01:43	12:13	00:41	07:15	00:00	08:33	

  

**DRS QA Advanced (noble)**

Was the greeting to the required standard?  
 Yes  No

Was the reason for the call properly identified?  
 Yes  No

Did the Agent exchange names?  
 Yes  No

Did the Agent speak in the right volume?  
 1  2  3  4  5  6  7  8  9  0

Was the Agent's syntax and pronunciation appropriate?  
 1  2  3  4  5  6  7  8  9  0

Did the Agent use the approved objection response?  
 Yes  No

Did the Agent answer the question correctly?

File Number: 21    Campaign: MDRS    Agent: T3

  

**DRS QA Advanced - Score Card (E-mails)**

Please, Inform the E-mail Addresses to send the Score Card. (One per line)

Status:

Select a Status:

# The Noble® Solution for Agent Desktop Unification

**Noble® Composer** with **Mimic** gives you the best of both worlds for agent desktop unification: an IT partner to integrate your desktop environment and a contact center technology partner that understands your business. Our robust suite of management tools to provide a “out of the box” turn key software solution designed specifically for contact centers, with the power of the leading predictive dialing engine and sophisticated inbound blending to manage all of your customer communications.

With more than 20 years of experience in the contact center industry, Noble Systems gives you our high-performance contact center management tools and then reduces average call handling time by integrating your legacy systems into the *Composer* workflow.

If your goal is to unify your agent desktop from a disjointed puzzle into a single portal for all of their activities, then **Noble Composer** with **Mimic** is the right solution.

***It does more. It does it better. And it does it for less.***

**With Noble Mimic's user-friendly tools, the Noble Composer platform supports the new enterprise agent desktop to improve performance.**

1. Integration of Separate Applications Quickly :  
merge data, regardless of type
2. Automation of Processes with Ease :  
eliminate complex coding
3. Expansion of Your Existing Applications :  
make your current toolsets more productive
4. Creation of New Applications or Desktops :  
add new systems easily for future growth
5. Unification of the Agent Environment :  
build a single, integrated platform for customer communications

“ With **Noble Mimic**, we can  
*merge multiple datapoints*  
& create the *agent workflow*  
to give our agents faster access  
to the **right information**,  
easier system *navigation* &  
*streamlined* processes. ”

## Get to Know **Noble Systems**

Noble Systems is a world leader in customer contact technology, pioneering innovative solutions to manage customer communications. For more than 20 years, our team of experienced industry professionals has been delivering solutions that improve performance, increase productivity, and reduce costs.

Noble Systems provides the world's best "total solution" value in call center software, computer telephony, and customer contact technology. Our integrated solution includes predictive dialing and ACD for blended inbound and outbound contacts, plus IVR, call recording, email, monitoring, and reporting in a single, unified platform. We support single-sites, multi-center networks, remote and work-from-home agents, and more, with a variety of flexible deployment configurations.

Contact us to learn more about integrated contact center technology solutions from Noble Systems®, including successful client applications of the *Noble® Solution* suite.

Visit us on the web: [www.noblesys.com](http://www.noblesys.com)  
Call us toll-free: **888.866.2538**

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