

# SBR

## Skills-Based Routing & Inbound Priority

**Noble® SBR (Skills-Based Routing)** tools help you ensure that customer calls are sent to the right agent every time, increasing first-call resolutions and building customer satisfaction. With SBR, you can reduce the need to put callers on hold or to transfer callers to other agents, by identifying your customers' preferences and connecting them with the agent that is the most qualified to handle the request. SBR can be extended throughout Noble's universal queue to support inbound priority and intelligent routing for voice, email, and web contacts.

### Manage Communications with Blended Contacts, Inbound Priority & Intelligent Routing

Noble SBR can help you manage your communications process more effectively with call routing rules and priority service levels based on DNIS/ANI/Account numbers, and your specific business rules. SBR lets you build agent skills sets for effective call management, first-call issue resolution, and increased customer satisfaction. The tools integrate with IVR and speech recognition systems to support routing based on keypad or voice prompts. Inbound and Outbound skills can be used to assign agents to blended CTI programs.

### Create Agent Skill Sets with Proficiencies

Use Noble SBR tools to build skill and proficiency level requirements for inbound and outbound applications. Assign unlimited skill sets and proficiency levels per agent. All skill information is stored in the database. Call routing rules can be defined to send callers to available agents with the highest-proficiency levels first. SBR also helps you unify your communications platform by applying skills to email and web requests.

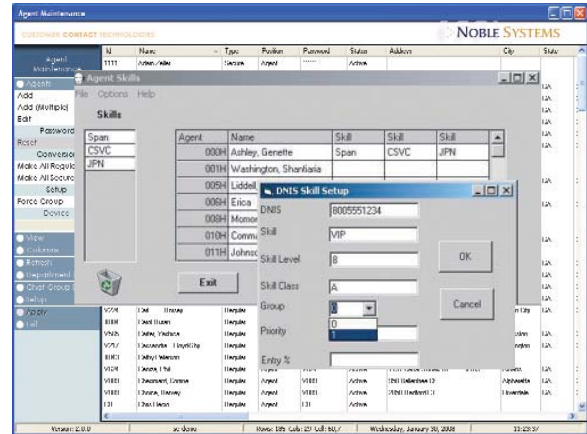
### Unify Your Communications Platform with Multi-Media Routing

With Noble SBR, you can also define routing and priority rules for all objects in the universal queue, including phone calls, emails, and web requests. All contacts can be managed with the same set of business rules and skill sets. Agents may be assigned skills for web and email sessions, giving them priority for handling multi-media requests.

- > Intelligent Routing Sends Calls to Most Qualified Agents for Increased First Call Resolution
- > Unlimited Skills & Multiple Proficiency Levels for Each
- > Intuitive User Tools to Define New Skills & to Assign Skills to Agents
- > Universal Routing Rules Support Multi-media Contacts

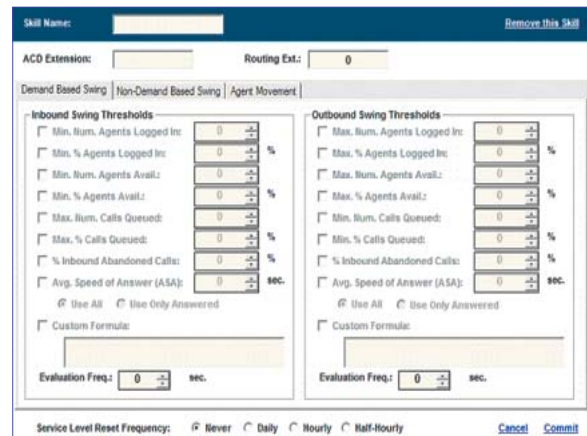
**“ We use reporting information to determine the revenue generated by each account rep in any given hour to determine how much revenue they will actually achieve, and then we use this data to setup skill levels and route accounts to the higher-skilled agents first. We believe that this is a unique competitive advantage .”**

- > Unlimited Number of Skill Definitions
- > Unlimited Number of Skill Assignments per Agents
- > Up to 10 Proficiency Levels for Each Skill
- > 'Desire to Use' or Performance-Based Routing Support
- > Skill Assignment Based on ANI/DNIS or IVR Selections
- > Blended Inbound & Outbound Management
- > Universal Routing Rules for Voice, Email & Web Contacts



### Follow a Phone Call : Sample SBR Processing

- > *Receive Call* : Noble identifies caller by DNIS/ANI, Account information, or other criteria
- > *Determine Valuation* : Noble can further determine custom value or scoring valuation based upon additional inputs, including keypad (or voice) prompts
- > *Determine Skill* : Noble identifies appropriate agent skill based on your specific business logic
- > *Determine Eligible Agents* : Noble identifies agents within the center with the required skills
- > *Pick the Most Appropriate Agent* : Noble rates all eligible agents and selects the best match based upon your business rules
- > *Distribute the Call* : Noble routes the right contact to the right agent



“ With Noble’s intelligent call routing, we can manage multiple incoming toll-free lines for different types of customers. Noble lets us direct calls to different groups depending on which number they use or based on account attributes, so that they always get the best agent to meet their needs, and to improve first-call resolution. ”

#### ABOUT NOBLE SYSTEMS CORPORATION

Noble Systems Corporation is a global leader in contact center 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 dialing; unified contact processing for voice, email, and web; and integrated IVR, digital recording, messaging, quality control/monitoring systems, scripting and workflow, workforce management, and real-time reporting and management tools. Call 1.888.8.NOBLE.8 or visit Noble Systems online at [www.noblesys.com](http://www.noblesys.com).



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