

PRESS RELEASE

For Immediate Release



Contact: Lee Allum
VP Marketing
(t): 888.8.NOBLE.8 (888.866.2538)
404.851.1331 x. 538
(e): lallum@noblesys.com

4151 Ashford-Dunwoody Rd., Suite 550
Atlanta, GA 30319
(t): 888.866.2538
(t): 404.851.1331
(f): 404.851.1421
www.noblesys.com

Nielsen Media Research Gives High Ratings to Noble Systems for Contact Center Technology

TV Ratings leader chooses outbound contact solution for improved performance

Atlanta, GA – April 7, 2004: Noble Systems Corporation, a global leader in contact center technology, has been selected as the contact center technology provider for Nielsen Media Research. Nielsen Media Research, a leader in the television ratings and market research segment, has installed the Noble Systems solution at almost 500 workstations in two locations to manage its outbound survey programs. With Noble Systems, Nielsen Media Research is achieving new levels of productivity and performance.

Nielsen Media Research replaced its predictive dialing system with the Noble Systems contact center solution to gain new technology advantages and increased functionality. After a year-long solution search, assisted by KPMG, Nielsen Media Research selected Noble Systems for a pilot testing program. Putting the Noble Systems solution head-to-head against their existing technology, Nielsen Media Research was able to document improvements in interviewer productivity and right-party connects, as well as expanded features. Noble Systems provides Nielsen Media Research with ISDN call progress detection, advanced answering machine screening, caller ID recognition, central data and reporting consolidation, and integration to the CfMC market research software system.

Bob Smith, Call Center Director of Nielsen Media Research, says, “The Noble Systems predictive dialers have enhanced our capability to take advantage of the latest call center technologies. This has also afforded us with the opportunity to improve our calling performance while providing the platform for the future. Noble Systems worked very hard to forge a strong support Team along with Nielsen during the installation and cutover stages of the effort. Noble Systems and Nielsen Media Research have developed an effective partnership leading to the success of this implementation.”

James K. Noble, Jr., President & CEO of Noble Systems, says, “Nielsen Media Research is one of the world’s foremost market research companies. We are pleased to be their contact center solution vendor of

...continued...

PRESS RELEASE

For Immediate Release



choice. The Noble Systems solution has helped Nielsen Media Research achieve its goals for the management of its current survey programs and for increasing the productivity of its Research Interviewers. We are looking forward to working with Nielsen Media Research as they expand their system to include blended inbound services and custom script development within the Noble Systems environment. Whatever their future needs, Noble Systems will be there to support Nielsen Media Research's growth with leading-edge technology solutions."

About Noble Systems

Noble Systems Corporation (NSC) is a global leader in contact center technology (ACD, predictive dialing, blended call processing, digital recording, IVR, CIM systems, email and web products). Based in Atlanta, GA, NSC is a part of the world's largest teleservices organization, with operations in over 30 countries. Founded in 1989, Noble Systems is the technology solution of choice for tens of thousands of agents, processing millions of calls each day, at client sites worldwide. The NSC solution manages multimedia inbound and outbound contacts, including voice, self-service, and email. For more information on this item or the company, contact Lee Allum at 1.888.8NOBLE.8 x538 or via email at lallum@noblesys.com, or visit Noble Systems online at www.noblesys.com.

###