

## FOR IMMEDIATE RELEASE

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## **Olan Mills Brings Contact Center into Focus with the Noble® Solution**

*A leader in portrait studio photography selects contact center technology from Noble Systems*

Atlanta, GA – February 28, 2008: **Olan Mills Inc** has selected the **Noble® Solution** from **Noble Systems Corporation** for blended inbound and outbound contact management in its appointment setting center. **Noble Systems** is a global leader in contact center technology solutions. **Olan Mills** is one of the nation's leading portrait photography companies, with hundreds of studios located throughout the U.S. and a state-of-the-art production facility at its corporate headquarters in Chattanooga, Tennessee.

Olan Mills has implemented the **Noble® Solution** in its Chattanooga-based contact center to handle blended inbound and outbound communications with its customers. Noble's unified system gives Olan Mills a single platform to increase the productivity and efficiency of their call center. The company's customized Noble Solution includes digital recording and broadcast outbound messaging with text-to-speech for personalization, as well as quality monitoring tools and a comprehensive management and reporting suite.

"We here at Olan Mills are excited to implement our Noble Solution in our appointment center. We feel Noble's extensive blended inbound and outbound functionality offers us an opportunity to significantly improve our service to our customers using a single system. We also found the price of that functionality to be very reasonable when compared to the other options we explored. Noble's combination of functionality and value should put Noble Systems on the 'short list' for anyone looking for solutions in the telecommunications equipment arena. We look forward to working with Noble Systems in the future to address other challenges Olan Mills faces in communicating with our customers," says Stephen Kraus, CIO of Olan Mills Inc.

James K. Noble, Jr., President and CEO of Noble Systems, says, "The Olan Mills name is synonymous with exceptional quality and customer service in serving families with a very personal product – the family portrait. The Noble® Solution will help Olan Mills take this reputation outside of the studio, extending it to

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its appointment setting and follow-up programs by providing a powerful technology platform that personalizes the experience. We are honored that **Olan Mills** has selected **Noble Systems** as its contact center technology provider.”

### **About Olan Mills**

Olan Mills Inc was founded in 1932, Olan Mills has deep-rooted history and continues to lead the industry in innovation and quality. Olan Mills serves families through two nationally recognized distinct divisions: Studio Portrait Division and the Church Directories Division. through traditional studio sites in the US and retail locations in Kmart, Proffitts, McRae's, Mansours, Marshall Fields, Meijer Stores, and Value City stores. Olan Mills is also a leader in photography for churches and other organizations.

### **About Noble Systems®**

Noble Systems Corporation (NSC) is a global leader in contact center technology solutions, providing innovative products since 1989. Tens of thousands of agents at 1,000+ 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), or visit [www.noblesys.com](http://www.noblesys.com).

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