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## **Select Noble Users Group (SNUG) 2004 Conference is a Success**

*3<sup>rd</sup> Annual SNUG Conference featured more customer interaction and increased attendance*

**Atlanta, GA – May 18, 2004:** Noble Systems Corporation (NSC), a global provider of contact center technology solutions, recently concluded another successful Select Noble Users Group (SNUG) Conference. The 2004 event featured three keynote guest speakers, interactive breakout sessions, industry focus groups, and a spotlight on NSC's international business.

Held in Atlanta, Georgia from April 27 – 29, the SNUG conference was attended by users from Australia, Canada, France, India, the United Kingdom, and the United States. Attendance at this year's event was 20% higher than in 2003. The conference, which was co-sponsored by Intel, included sessions and activities focused on further developing the relationship between Noble Systems and its clients.

Keynote speakers included Tim Searcy (Executive Director of the ATA), Harry Strausser (President Elect of ACA International), and David Yoho (CPAE Speaker Hall of Fame Member). Attendees also received updates on product developments, explored new contact center technologies, and learned how to optimize their contact center management to grow their businesses. In addition, Noble Systems introduced the members of the Select Noble Advisory Panel (SNAP), the company's new customer advisory board.

Martin Bill, Joint Managing Director of Contact 1-2-1 and a Noble Systems user, observed, "SNUG offered a great opportunity to learn more about Noble Systems and its products, and was an excellent networking environment. It was well worth the time to travel from Australia to attend."

The Select Noble Users Group (SNUG) is designed to enhance the client's investment in the Noble Systems contact center management solution. SNUG membership brings a variety of benefits to its members, including programs and events focused on building the relationship between Noble Systems and its clients. Membership in SNUG is included in Noble Systems' annual support and maintenance plans, and includes NSC's clients worldwide.

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James K. Noble, Jr., President and CEO of Noble Systems, said “The Select Noble Users Group brings users of all sizes from a variety of industries together in one place to share ideas and learn from each other, helping them to get the most out of their contact center technology investment. Each year, the SNUG conference continues to grow in attendance and scope, as we reach more users with more information. By next year’s conference, we expect to double the number of participants versus our first conference just two years ago.”

## **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](mailto:lallum@noblesys.com), or visit Noble Systems online at [www.noblesys.com](http://www.noblesys.com).

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