SUCCESS STORY

Kosmas Group International, Inc. became involved in resort development and marketing nearly 30 years ago. KGI properties offer inviting accommodations and quality on-site amenities, with easy access to local area attractions. KGI's Florida-focused portfolio now consists of ten resorts in New Smyrna Beach, two resorts in Kissimmee and one in Key West. The Orlando-based company continues to serve more than 20,000 owners from its 13 resorts, retaining its distinction among the top 25 timeshare operators in the United States. The group also owns and operates eTourandTravel.com, a full-service travel agency.

KGI was struggling with the challenge of building a corporate-managed sales presence for its timeshare marketing activities. "We were looking for a way to increase our contact ratio," explains Lance Croft, Vice President of Information Technologies. "We felt that a strong contact center technology solution was key to building our sales force internally."

The company selected the solution from Noble Systems for several reasons. "First, I was familiar with the technical structure. The stability of the enterprise class Linux and database platforms are important to keeping our center up and running," says Croft. "The script building features were also very attractive. By allowing us to create our own workflows, and to make rapid changes, we gain tight control over our scripts, which helps our reduce our cancellation rate."

KGI is using the *Noble® Solution* in a VoIP environment to manage their blended contact activities. The inbound and outbound system is deployed cross-functionally to support the company's telemarketing, reservations, customer service, and travel agency groups. Their unified platform includes *Composer Builder and Agent Desktop* for scripting and agent desktops, and the *Maestro* manager portal for resource management, campaign administration, and comprehensive, real-time reporting.

KGI also uses the integrated *Recorder* to capture digital recordings of sales and service calls. Recorder stores all files in a convenient, organized structure for easy retrieval and playback. The recordings can be reviewed for sales verifications, as well as for training purposes.

Summary:
Kosmas Group International is one of the top 25 timeshare operators in the U.S. For more than 30 years, KGI has been dedicated to providing quality, value, and service to its resort owners. The company has transformed its corporate sales team with the contact center technology solution from Noble Systems.

Industry | Resort Development & Marketing

Applications | Telemarketing Customer Service, Reservations, Travel Agency

Solutions | Blended Inbound & Outbound Contacts, Custom Agent Desktops, Call Recording, IVR, Floating Agents, Remote Agents and Remote Site Managment, Productivity Monitoring, Quality Control, VoIP

Stations | 192

Of all of the functionality KGI gets from the Noble solution, perhaps the one they are enjoying the most is the system's support for *Remote Agents and Remote Sites.* Croft states, "We contract to sell vacation packages for individual rooms. These programs sometimes pose difficulties, as people who are not qualified, or who otherwise shouldn't be called, are contacted. And, some people were being oversold. The ability to manage remote sites and agents has helped us improve our control over these areas. We can extend the dialer to these activities, so that we can manage calling lists to control who is called. We can also constantly monitor what is being presented, which helps us improve overall quality and production."

KGI has been receiving outstanding results since implementing the Noble solution for contact center management. "We have certainly achieved our goal for increased control and growth of our corporate sales presence," observes Croft. "We are improving agent retention. We are seeing a decrease in the number of sale cancellations. We have surpassed all of our independent contractors to become the largest single entity for telemarketing sales for our corporation. And, we have extended the return on investment by using the platform in our travel agency and vacation club. The results have been even better than we had anticipated when we began the project."

" Noble gives us the ability to manage remote agents and sites to manage calling lists and to monitor what is being presented, helping us to improve overall quality and production. We have achieved our goals for the growth of our corporate sales presence, a reduction in cancelled sales, and an increase in agent satisfaction. "

Lance Croft
Vice President, Info Technology

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