SUCCESS STORY

MDS Communications is one of the nation's largest telephone fundraising providers, serving over 100 of the largest and most respected non-profit organizations, ministries and political/public policy causes in the United States. Founded more than 20 years ago in Phoenix, Arizona, MDS specializes in outbound and inbound fundraising and has claimed the title of "The Nation's Top Performing Telephone Fundraising Company" in head-to-head split testing. Based upon state regulatory reporting websites, MDS has more registered non-profit clients than any other company in the country. The group is committed to fulfilling the missions of its client organizations and offers an innovative fee structure that allows 100% of donated funds to go to the client organization.

MDS is focused solely on fundraising for causes about which they are passionate. MDS' VP Program Administration and Dialer Technology, explains, "MDS is unique in the call center world. We only do fundraising for non-profits and political clients. We don't do sales or collections, we just raise money, and we believe that the non-profit should always be in charge and that all monies raised should go directly to the organization. Our fees are covered separately and are not taken out of donations."

To help keep its clients' costs down, MDS relies on the use of donor contact technology to maximize efficiencies. When the time came to replace its existing system, the group selected the *Noble® Enterprise* solution. The VP says, "The system we were using had gone through several acquisitions, and was owned by a company that was not in our marketplace and had no idea what we do. While the technology was very important, one of the biggest factors in our decision was that Noble Systems understands call centers. All Noble does is contact center solutions, and they have a strong knowledge on the outbound side, as well as a great grasp of blending, versus over other companies that we saw."

MDS has approximately 400 agents that work from the group's call center and through a robust at-home remote agent program. The group found the cost advantages of at-home agents to be so beneficial that they shut-down remote centers, and the majority of its growth is now done through off-site agents. The Noble SIPhony software-based telephony platform supports the group's distributed structure, allowing agents to log in from either the office or their remote locations and have full access to all of the system's features and tools. Supervisors can also monitor and manage the agents with the same tools, regardless of where the agent is located.

The Noble platform provides MDS with a *powerful outbound dialer* and *ACD for inbound blending*, as well as *IVR* for more efficient call routing. The *Recorder* gives the group the ability to record call audio and screens for quality monitoring and training. The system also includes *PCI Compliance* features to help MDS maintain compliance with industry standards and government regulations.

Agents – both in the center and at home – use the *Composer Web Agent Desktop*, which presents workflows and scripts in an intuitive point and click environment that is easy to navigate. Screen pops provide donor information to agents automatically through integration

Summary:
MDS provides a complete array of telephone fundraising services for non-profit organizations. Outstanding results, unparalleled quality, reasonable prices and attentive customer service have led many of the nation's largest and most respected non-profit organizations to partner with MDS Communications. Using the *Noble® Enterprise* solution, the group is able to take advantage of the efficiencies of its technology platform to lower the cost of fundraising and increase donations for its clients.

Industry | Fundraising/Non-Profit

Applications | Fundraising & Political

Solutions | Enterprise Solution, SIPhony, Outbound Predictive Dialing, Inbound Blending, Call Recording, IVR, Custom Desktop Designer, Remote Agents, List Management, Real-time Reporting, Mobile Management, Avaya and SQL Integration

Stations | 175

to the group's SQL applications, eliminating extra manual lookups and allowing agents to update donor records, while reducing the time needed to handle each call.

The *Maestro manager portal* gives MDS complete control of its programs, for campaign and agent management. Managers can view real-time results of activities, monitor agents and program performance, and create and maintain workflows and campaigns to maximize performance. The *Harmony mobile manager* gives supervisors the ability to get away from the desks and get back on the call center floors to help agents, while still having access to real-time information via web-enabled devices, such as tablets and smart phones, or from remote locations when they are out of the office through an internet connection.

Maestro also includes *List Management tools* that allow MDS to tailor its approach for each campaign. "Noble has allowed us to be very creative in approaching how we use dialing lists," the VP states. "We don't just have agents on the phone getting calls and hoping they get a connection. Noble gives us the ability to be more complex in finding right party contacts and getting the right results with different settings and programs. We've been able to be pretty innovative in trying different tools and methods and have found some very unique ways to send calls to our agents and to make sure they call people at the right times and that we are maximizing what we can do with the dialer."

He continues, "The biggest difference on the Noble platform is the significantly higher number of completed calls per hour and contacts per hour that we can achieve. The ability to target who you are calling and to tweak things on the fly while a campaign is in progress has enabled us to have much higher contact rates and list penetration than with other systems. We find that we are penetrating lists very quickly, compared to other systems we've been on."

Another aspect of the Noble platform that MDS enjoys is the system's performance and stability. "The Noble platform has had virtually zero downtime – which is amazing. Some other systems I've worked on would stop dialing or weird things would happen that would shut it down. Typically if there is an issue with Noble, it's because of something that we've done incorrectly. We don't have to reboot the box every other day to keep it flowing smoothly. The Noble platform just stays on and it works consistently," observes the VP.

When asked what advice he would give to colleagues looking for a new system, the VP said: "I would definitely recommend giving Noble a look – and even a second look and third look. The biggest thing is that Noble understands call centers. When they design products, they do it keeping front-line managers and operations staff in mind, and knowing what call centers have to deal with on a daily basis. When you have a problem or questions or want something developed, they already understand your business and you don't have to explain what you do. It's a fantastic system. And, you're going to find a lot of value; the price is significantly lower than some of the higher-end stuff, and Noble delivers at least equal, and usually better results."

" Noble Systems understands call centers and knows what you do on a daily basis; you don't have to explain it to them. We no longer just have agents on the phone getting calls and hoping they get a connection. Noble gives us the ability to be more complex in finding right party contacts and getting the right results. We are achieving a significantly higher number of completed calls per hour and contacts per hour and are penetrating lists very quickly. And, we have virtually zero downtime; the Noble platform just stays on and it works consistently."

VP, Program Administration & Dialer Technology

ABOUT NOBLE SYSTEMS CORPORATION
Noble Systems Corporation is a global leader in contact center technology solutions, providing innovative products since 1989 for Unified Communications, Business Process Management and Analytics. 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 for premise, cloud and hybrid environments include advanced ACD, predictive dialing, blended processing, recording and monitoring, IVR, messaging, interaction analytics, decisioning and workforce management. Call 1.888.8.NOBLE.8 or visit Noble Systems online at www.noblesystems.com.

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