SUCCESS STORY

Quality Contact Solutions helps clients with inbound, outbound, and email programs with a focus on increasing sales, increasing customer satisfaction and decreasing cost per contact. Headquartered in Aurora, Nebraska, QCS offers solutions that make the most of your contact center dollars, including telemanagement, at-home call center solutions, consulting, regulatory information and technology solutions. QCS's staff is comprised of highly experienced personnel with call center management backgrounds.

QCS offers a unique business model with its 'QCS at Home' model of providing a 100% virtual-based agent workforce with the attention and focus of a boutique agency, with the option to partner with larger call centers for larger programs. Therefore, the reliability and flexibility of the service provider's communications technology platform is essential to the company's success. Angela Garfinkel, President, talks about their technology search, stating: "We were using a hosted system, but it did not allow us to maximize our operations. We needed technology that offered a cloud-based environment, while also supporting PCI compliance standards. And, we needed a solution that would meet the extensive needs and unique requirements of our clients."

Garfinkel continues, "There are several reasons why we selected the *Noble® Enterprise Cloud* platform. For starters, Noble Systems is one of the largest and most successful call center technology providers in the world. Their cloud-based solution offered the functionality of an enterprise solution and doesn't limit functionality, so we have all of the features we need to support our virtual call center team. We also really liked Noble's design and flexibility for scripting and campaign creation."

QCS handles a range of program types for its clients, including Customer Service, Lead Generation, Telemarketing, Inbound & Outbound Sales, and the Noble platform allows them to manage each service on a campaign basis, to meet the varying needs of each campaign type, as well as the specific needs on behalf of the client. The platform includes a *custom desktop builder*, *real-time management and statistics*, and *blended inbound and outbound contact queues*, with *integrated IVR* to improve efficiency and routing, and call recording for verifications, quality assurance and training purposes. Noble also supports *web services* to integrate with QCS's internal applications, for faster management and sharing of customer data.

One of the most critical goals for QCS's operations was to become certified for *PCI DSS Compliance*. Noble's 'PCI Ready' platform offers users a suite of features, tools and services that can be applied to the company's overall processes to help achieve compliance. Noble's compliance tools for its premise and cloud-based solutions include secure payments, list management features, access security controls, data encryption, and PCI Compliant and SSAE 16 Type-1 Certified data centers. Integrating the Noble software and functionality

Summary:
Quality Contact Solutions' value-added approach ensures each customer contact is enhanced through higher quality and ultimately more productivity. With a unique virtual agent model, the service provider depends on having a reliable and robust customer contact platform to fulfill the program needs of its clients. The *Noble® Enterprise Cloud* solution provides the right solution, combining a hosted delivery structure with a full-featured product suite, and allows QCS to meet PCI DSS compliance requirements.

Industry | Service Bureau

Applications | Customer Service, Lead Generation, Inbound & Outbound Sales

Solutions | Cloud-based Enterprise Solution, Outbound Predictive Dialing, Inbound Blending, IVR, Call Recording, Remote Web-based Agents, Agent Desktop Designer, Real-time Management & Reporting, PCI Compliance, Web Services for Software Integration

Stations | 50

into its overall business practices and compliance processes enables QCS to conduct its communications in accordance with the PCI standards.

Garfinkel explains, "It is imperative to our business to be able to handle credit card payment information over the phone. In addition to using Noble's suite of compliance features, we wanted to incorporate DTMF masking into our operations to secure confidential customer information. Noble was able to work with us to implement out of band signaling to mask the touch tones as customers enter their credit card numbers into the automated IVR payment system, hiding the tones from agents. The ability to take credit card information while protecting customer data was instrumental in adding PCI DSS Compliance to our call center operations portfolio. This feature protects our clients, their customers and QCS at the same time."

Another key area for QCS' campaign management is Noble's *patented ANI display functionality*. Using Noble's 'per call' features, QCS is able to localize the Caller ID message that is sent, customizing it by the individual contact record. "We are able to utilize multiple target numbers by geography for outbound telemarketing campaigns. With the implementation of this strategy, QCS has experienced increased answer rates and higher conversion rates," observes Garfinkel.

QCS also appreciates Noble Systems' corporate culture of tailoring each solution to meet the needs of each individual client, not only for the technology platform, but also for service delivery. Garfinkel says, "What we saw as most beneficial with training and implementation was their customization to us as a client, to learn what we needed to make our business succeed. We came to Noble with our requirements from the start. When the discovery process revealed that we had certain criteria and requirements that did not fit within their standard scope of implementation, they modified the process and worked with us to create a project plan that matched our needs."

With the Enterprise Cloud platform, QCS has the tools it needs to continue growing its business. "At the end of the day, Noble worked on each specification and requirement we gave them until it was refined and acceptable to us," Garfinkel states. "The stability of the system is fantastic; it is very reliable, which is vital to maintaining productivity. Our users have been happy with the way the information is displayed. The Supervisor Dashboard makes it easier from a coaching perspective because our Supervisors can easily see what our agents are doing. We are extremely satisfied with the partnership we have built with Noble Systems."

" What we saw as most beneficial was Noble's customization to us as a client. They offered the full-featured, cloud-based environment and support for PCI compliance standards that we required for our business. The stability of the system is fantastic and our users like the way the information is displayed. With Noble, we can implement strategies that allow us to achieve increased answer rates and higher conversion rates. "

Angela Garfinkel
President

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