

# SUCCESS STORY



Epilepsy Action Australia is a not-for-profit organisation providing education and support to children and adults with epilepsy or other seizure disorders across Australia. The Epilepsy Action Australia team is comprised of highly-qualified registered nurses and educators and is equipped with a rich base of technical expertise, built during five decades of service to the community. Founded in 1952, today the group is comprised of more than 100 full-time, part-time and casual staff and many more volunteers who provide information, advice, specialist services, and education and support services to help people with seizure disorders from offices all across Australia.

Epilepsy Action Australia was using a manual dialling system for its fundraising programs. "Each and every call was either manually dialled or we had to select the list of telephone numbers on the screen and we would have to wait for the system to dial the numbers," explains Simon Cosman, Call Centre Manager. "This was obviously a cumbersome and time consuming process."

Epilepsy chose the *Noble® Solution* for its integrated solution based on price and suitability. Carol Ireland, CEO, states, "We required an effective and efficient system to maximise our time and generate additional revenues. After significant research, we discovered Noble Systems. Noble offered a solution to our existing problems, and after comparing their suite to many other systems, their platform was the most suitable for our needs."

The group started with Noble's *Fortress* platform for 18 agents and then expanded to the *Enterprise* platform with a total of 28 seats. The unified Noble system gives Epilepsy Action Australia a single, flexible platform with predictive dialling, a universal queue, built-in database, and support for a high-transaction environment.

The group uses Noble to manage all of its national fundraising and call centre activities from its national head office in Sydney. "We hold four outbound campaigns per year to raise funds, and the Noble Dialler gives us tremendous power to manage these programs," Cosman says. "We also utilise Noble's Inbound component to handle our Client Service Enquires activities. For example, we take calls from individuals and families living with epilepsy that may need advice on a seizure that they may have just experienced." Noble's *Blended calling* allows their representatives to work on both inbound and outbound assignments at the same time. *Noble IVR* provides interactive menus for inbound callers that help get their questions to the right representatives.

Noble offers a flexible development environment that interfaces with Epilepsy Action Australia's existing internal applications, offering a significant performance advantage to increase the productivity and efficiency of their call centre. The *Composer Agent Desktop* provides screen pops of donor information from Epilepsy Action Australia's database, allowing their representatives to see past donation histories and to handle calls more quickly, without having to manually look up records.

## Summary:

In 1952, concerned parents and interested persons founded the Epileptic Welfare Association in Sydney to provide support to people with epilepsy and their families and to improve public understanding of the condition. Now Epilepsy Action Australia, the organisation's vision is that all Australians affected by seizures will have the opportunity to live confident lives. Noble Systems' contact centre technology is helping meet those goals.

**Industry** | Not for Profit

**Applications** | Fundraising

**Solutions** | Outbound Predictive Dialling and Blended Inbound ACD, Custom Desktop Design, Interactive Menus, Call Recording, Quality Assurance & Monitoring, List Management, Real-time Reporting, Software Integration

**Stations** | 28

Epilepsy Action Australia also uses the built-in *Noble Recorder* for call recording and agent monitoring tools, which help ensure quality assurance and identify needs for training. "Digital recording is also a Noble feature that has further generated additional revenue," Cosman observes. "It allows managers to coach and correct mistakes made by agents on calls."

Epilepsy Action Australia uses the *Noble Maestro* real-time reporting tools to get the detailed productivity reports which the group requires. "With just a few clicks, the Campaign and Agent reports allow us to gauge the performance of the entire campaign or individual performance," comments Ireland. "These reports help us make better business decisions with more confidence."

Cosman describes the Noble CARE support team as extremely professional and always willing to help: "We always receive prompt support from the support team in the office in Australia or the Philippines. The training program was quite extensive and covered every module in great detail. It was quite informative and enabled our organisation to really maximise our use of the Noble system."

Since selecting and implementing the Noble Solution, Epilepsy Action Australia has significantly increased its dialling capacity, resulting in an efficient contact centre with greater productivity. Ireland concludes, "Using Noble allows us to achieve increased efficiency and productivity. We have greater knowledge and visibility of database records and acquisition lists. And, we have more extensive reporting capabilities that enable us to make more informed decisions and to run our centre and our fundraising and donor services programs with greater professionalism. All of these advantages have resulted in increased revenues and improved services for the organisation."

" We compared several systems, and Noble Systems was the best fit for our needs. Our dialling capacity has significantly increased, giving us greater productivity. We also have more extensive reporting capabilities and can make more informed decisions, giving us the ability to run our contact centre much more efficiently and improving our revenues. "

**Carol Ireland**  
*CEO*

**Simon Cosman**  
*Call Centre Manager*

#### ABOUT NOBLE SYSTEMS CORPORATION

Noble Systems Corporation is a global leader in the customer communications industry, providing innovative solutions for Unified Communications, Business Process Management and Analytics. Tens of thousands of agents at 4,000+ client installations worldwide use Noble platforms to manage millions of customer contacts each day. Noble offers a unified suite of multi-channel inbound, outbound and blended contact processing, strategy planning, and resource management tools for companies of all sizes. Our CPE, CaaS and innovative premise/cloud hybrid platforms include ACD, predictive dialling, blended processing, recording and monitoring, IVR, messaging, interaction analytics and workforce management. Call +61 02 8222 0500 or visit [www.noblesystems.com](http://www.noblesystems.com).

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