

# SUCCESS STORY



AdvanceMe, Inc. (AMI) is the nation's leading provider of alternative funding for small and mid-sized businesses. Thousands of businesses use AMI's financial services to power the growth of their business. Founded in 1998 and located in metro Atlanta, Georgia, AMI has a nationwide sales and customer care staff that has supported almost 40,000 fundings, providing more than 20,000 business owners in all 50 states with more than 1 Billion dollars in working capital. The AMI sales and customer-care staff are among the most dedicated people in the financial services industry today. A part of Capital Access Network, AMI's fundamental strengths define its unique position as the capital provider of choice for smart business people around the country.

As a part of its growth plan, AMI was searching for a way to improve the productivity of its sales and customer care team. "Our call center had grown from a concept into a successful distribution channel, but we wanted to be able to do even more," explains Franck Fatras, Chief Technology Officer. "Our sales reps and customer service staff were dialing manually, and it was difficult for us to manage quality and monitor programs, and it was hard for them to gain momentum. We wanted to achieve targeted rates and improve efficiencies."

When looking for technology solutions, AMI has very high standards for performance. In 2007, the company gained national recognition for its outstanding IT infrastructure as the recipient of the American Business Awards "Stevie Award" for Best MIS/IT Organization. So, the group had very specific needs for its dialing platform.

Fatras says, "We looked at several vendors before selecting the *Noble® Solution*. Noble Systems was recommended to us by our SVP of Indirect Sales, who had worked with Noble in the past. After seeing the product, we felt very comfortable with the system and its features; it was not the most inexpensive system we saw, but it was very good in terms of functionality, and the price point was still very affordable. We also were very comfortable with the Noble Systems' technical and support teams. And, we had the opportunity to attend the annual users group conference to meet with other users and to learn more about the company and the product, which really helped solidify our decision."

AMI's contact centers perform outbound lead generation plus business development and account management services. An inbound agent group handles sales calls in response to mailing campaigns. "Our programs are approximately 80/20 outbound to inbound. Most of our agents are on the outbound *Noble Dialer*, and we have a small team of stations that use *Noble Blended Agent* for both inbound and outbound," states Fatras.

*Noble Composer* allows AMI to create custom agent desktops and scripts for its campaigns. The flexible open database compliant (ODBC) architecture and Linux platform support integration with AMI's existing infrastructure. "We are able to share data directly with our proprietary SQL Server-based lead management program, which means that we didn't have to change the way we manage our leads and information," Fatras comments. "We also have an interface to our Nortel PBX and call recording system, so that we didn't need to buy replacement equipment."

"What I like most about the Noble Solution," observes Fatras, "is that it just plain works. From the IT and User perspective, the system is very intuitive and easy for new users to learn. The stability and reliability are also very good; we haven't really had any uptime issues. The technical support and development teams are also great to work with. They are always available to help our own IT team make customizations to the system. And, the system's flexibility to make those changes match the way we do business is very helpful."

## Summary:

As a leading provider of alternative funding for businesses, AdvanceMe, Inc., has supported more than 20,000 businesses and over 100 franchise concepts. The group's highly trained sales and customer care professionals are frequently complimented by its customers for their service and responsiveness. When AdvanceMe's award-winning DST (Data, Systems and Technology) team was looking for a contact center technology partner that could help improve contact rates and increase efficiency while maintaining high standards for quality and support, it found the *Noble® Solution*.

**Industry** | Financial Services

**Applications** | Lead Generation, Business Development & Account Management

**Solutions** | Outbound Dialing, Blended Inbound Agents, Customized Agent Desktops, IVR, Text to Speech, Real-time Reporting & Management, List & Lead Management, Agent & Campaign Monitoring, Custom Interfaces to Nortel PBX and Recording and SQL lead management system, VPN Connectivity to Remote Site

**Seats** | 90

In 2007, AMI experienced a pinnacle year and celebrated a significant company milestone: almost one billion dollars of capital has been provided to small and mid-sized businesses. Recent quarter over quarter sales increased 50 percent, resulting in the addition of a new customer care center in Rome, Georgia. The Rome center is connected to the Noble platform via VPN; AMI can manage agents and activities for the remote location just as though it was a part of their main site.

Fatras describes the performance of the system, saying, "The dialer was so successful for our sales group that we extended it to our underwriting group for contract verifications and have also added other departments. With this success, it made sense to keep growing our dialer programs, so we purchased additional seats to support even more activities. I would recommend Noble Systems to others looking for a dialer, and in fact, have done so already."

The automated dialing environment is helping AMI achieve its goals for improved hit rates and increased contacts. Nathan Warshaw, SVP of Indirect Sales, states, "After just a few months on the Noble platform, we were doubling – or more – our agent activities. Our talk time grew from an average of just over 2 hours a day per rep to almost 5 hours a day per rep. Our contact rates improved from about 25 per day to about 55 per day, per rep – an increase of 220%!"

" What I like most about the Noble Solution is that it just plain works. The system is very intuitive and easy for new users to learn. The stability and reliability are also very good. The project has been such a success, that we have added other departments and programs to the system. I would recommend Noble Systems to others looking for a dialer. After just a few months on the Noble platform, we were doubling – or more – our agent activities. "

**Franck Fatras**  
CTO

**Nathan Warshaw**  
SVP, Indirect Sales

## 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](http://www.noblesystems.com).

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