SUCCESS STORY

ClearAnswer Contact Center is an enterprise of the Atlanta-based Center for the Visually Impaired (CVI). Opened in the fall of 2011, ClearAnswer provides jobs and training opportunities for the visually impaired, offering a unique story and solution for today's communication needs. The center's start-up was funded through a combination of public and private grants.

With a broad range of program offerings – including Inbound customer service, Order processing, Outbound surveys and survey follow-up, Direct mail follow-up, Fulfillment services, Appointment setting, Product support, Transcription and Quality assurance monitoring and analysis – the center trains its agents in using the latest technology and tools to offer superior service. In addition to providing employment for the blind and visually-impaired, 100% of the center's proceeds fund CVI's programs and services, making ClearAnswer an important contributor to the community and its people. By giving job opportunities to an often under-employed population, and focusing on training and service, contact centers like ClearAnswer have retention rates that are 4 times greater than their counterparts. This results in a workforce that is well-qualified to handle each and every contact efficiently and professionally.

The center uses advanced technologies, such as screen magnification and screen readers, to meet the unique needs of its staff. Therefore, when ClearAnswer was looking for a contact center automation product, it was crucial that the system was able to integrate with these tools. Jim Carruthers, VP Business Development, explains, "We use the JAWS® text to speech application, which basically reads the text on the screen so that the agent hears the call script or information in one ear, while listening to the customer in the other ear. We looked at a number of systems, but not all of them could get the integration to work. When we spoke with Noble Systems, they took the time to listen to our needs and to understand that, as a non-profit, we have a limited budget. Their development team was able to work with our scripters to create the integration that we needed, and to provide us with a platform that met our financial targets."

ClearAnswer started with the *Noble® TouchStar* small business platform, and then upgraded to the *Noble® Enterprise Solution* with SIP-based telephony. The center's unified platform also includes the web-based *Composer Agent Desktop*, *IVR* and *Text to Speech*, *Recorder*, *Audiofinder* speech analytics, and the *Noble IP-PBX*. The ability to have an all-in-one platform was also a key factor in their selection. "Noble's integrated solution is really important to our business," says Carruthers. "As an outsource provider, we really need to have all the solutions and all the answers that our clients need, and sometimes even offer more than they expected. Noble's platform is so flexible, with so much integration in the tools that they offer. Being able to tell companies that we have the technologies they want is a key in closing business."

The Noble Solution helps ClearAnswer to deliver on its promise to its customer of outstanding service. "We measure customer satisfaction through surveys and quarterly client reviews, and

Summary:
ClearAnswer's unique mission provides job opportunities to the visually impaired and blind, giving them meaningful employment while providing financial support for other programs and services. The center needed a unified customer contact platform that is flexible enough to meet the varied needs of its clients, and that could support its specialized technologies, and a vendor that understood its needs as a non-profit organization. ClearAnswer found its technology partner in Noble Systems.

Industry | Non-Profit

Applications | Customer Service, Fundraising, Surveys

Solutions | Enterprise Solution, Outbound Predictive Dialing, Inbound Blending, Call Recording, IVR, Text to Speech, Speech Analytics, IP PBX, Agent Desktop Designer, Real-time Management and Reporting, Custom Software Integration

Stations | 18

the results show that our customers are really excited with the level of service they get through our agents and through the Noble platform," Carruthers states. "The integration with JAWS is critical in our service levels. Without it, our agents would have to do duplicate work and wouldn't be able to be as productive."

Another important tool for improving quality is the *Audiofinder* speech analytics tool, which allows the center to analyze audio recordings of calls for training and to improve workflows. "The speech analytics features are very key for us. We can identify where agents needs more coaching to give a better customer experience or in helping our clients understand where they can make changes to their scripts or workflows to improve their programs," observes Carruthers.

Carruthers also finds the support team at Noble Systems to be superior to other vendors. He comments, "I have worked with other support groups, and often times you have to be transferred to or contact different teams for different products. With Noble, they have all of the tools in one place, so it's much easier; it's just one call to one place. And the escalation process is great. They are always on top of it and we get the answers we need."

With Noble, ClearAnswer and the Center for the Visually Impaired have more than just an advanced contact center platform that can help them grow – they have a relationship with a vendor that is committed to serving their changing needs. "Noble Systems has been wonderful in helping us attain our goals. Upgrading from one platform to another can be challenging, but our strong relationship with Noble gave us the confidence to do so. The flexibility of the Noble platform for our clients is critical to our success and to our growth, and I don't know if we could have done that with another platform. It's not often that you can say that a vendor is a true partner, but working with Noble Systems has been a real win for us in helping us attain our goals."

*JAWS is a property of Freedom Scientific.

> " As an outsource provider, Noble's integrated solution is really important to our business. Being able to tell companies that we have the technologies they want is a key in closing business. Our customers are really excited with the level of service they get through our agents and through the Noble platform. They gave us the integration that we needed for our agents' special needs, and the system's flexibility is critical to our success and to our growth, and I don't know if we could have done that with another platform. "

Jim Carruthers
VP, Business Development

NOBLE SYSTEMS
CUSTOMER CONTACT TECHNOLOGIES

Americas: 1.404.851.1331~1.888.866.2538
APAC (AUS): +61 (02) 8222 0500
EMEA (UK): +44 (0) 161 772 7100
LATAM (BR): +52 (55) 5488 6828

www.noblesystems.com

11.2013