

SUCCESS STORY



Hair Club, founded in 1976, is one of the world's most widely recognized hair restoration providers. Hair Club's corporate call center conducts lead generation and appointment setting for over 95 Hair Club locations in the U.S., Canada and Puerto Rico. To manage these programs more efficiently, the company wanted to add an automated contact platform to replace its manual system. Bob Goupil, Director National Call Center, explains, "We were using manual dialing to set appointments and reminders for all of our locations. We needed to improve the productivity of our center and to do more with fewer resources. By implementing an automated system, our goal was to increase productivity by at least 20% and decrease costs by 30%."

After looking at several systems, Hair Club selected the *Noble® Solution*. "We were impressed by the professionalism and knowledge of the Noble team during the sales process. The Noble Enterprise solution was the right fit in terms of features and capabilities, and the price was reasonable and fair for the range of flexibility and our expected return on investment," says Goupil.

Hair Club uses the system for inbound lead generation and outbound appointment services. The *Noble Dialer* provides a powerful predictive dialing engine for outbound calls. The Noble platform integrates to a Mitel PBX, allowing Noble agents to receive inbound calls and giving Hair Club a blended environment to improve efficiency.

Hair Club advertises through a number of sources, including television and direct mail, and each lead source has a different identifier and a separate DNIS. As the calls come in, *Noble IVR* (interactive voice response) and skills based routing are used to route calls to the appropriate group. The flexible *Noble Composer* scripting tool is used to build agent scripts for each program. The system recognizes the incoming DNIS to identify the lead source and pushes the corresponding script to the agent desktop. The lead source is then recorded in the database with the customer record for lead source tracking. Composer also integrates directly with Hair Club's OnContact CRM and appointment setting software to pull up the appropriate customer record and send it to the agent, so the agent can serve the customer more quickly, rather than spending time searching for the customer's information.

Once an appointment has been set at a Hair Club location, the Noble system is used to follow-up with appointment reminders for customers. The system uses automated messaging to call customers and leave an appointment reminder with the date, time, and office location.

Hair Club records every call, both inbound and outbound, using the *Noble Recorder* to keep a digital file of the audio for all transactions. Files are saved to the *Noble VAS* (voice archive server) for long-term storage and are easily retrievable in seconds using query tools. Goupil observes, "Recording every single inbound and outbound call and saving them for three months is invaluable to our coaching, training, and research activities."

In addition to an open architecture that gives Hair Club the flexibility to use Noble with its existing PBX and software applications, rather than making additional time and money

Summary:

Hair Club provides services through 95+ locations across the U.S., Canada and Puerto Rico. The *Noble® Solution* is used to manage Lead Generation and Appointments for each office through a consolidated call center. With Noble, Hair Club has improved productivity while reducing staffing costs, to improve the efficiency of its business and reach more customers.

Industry | Consumer Products

Applications | Lead Generation, Appointment Setting, Reminder Calls

Solutions | Outbound Predictive Dialing, Inbound Blending, Custom Desktop Design, IVR inbound and outbound, Automated Messaging, Quality Assurance & Monitoring, Manager/Agent Chat, Real-time Reporting & Management, Integration to Mitel PBX and OnContact CRM

Seats | 20

investments to replace them, Noble offers a range of deployment options. While the Hair Club's corporate call center is located in Boca Raton, Florida, the Noble system hardware is housed in the company's corporate data center in Tampa.

The Noble Solution has helped Hair Club meet its goals for improved productivity and reduced costs. Goupil says, "Noble lets us do more with fewer resources. By replacing our manual dialing with the Noble outbound solution, we have increased outbound dials from 275,000 per month to 1.5 million per month. Our use of resources is much more efficient with automated appointment reminder calls that remove the need for an agent. We have seen a marked reduction in staffing costs – by 30% or more – to match the definite increase in contact center productivity."

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Bob Goupil
Director, National Call Center

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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