SUCCESS STORY

infogroup®
Powering Business Growth

Infogroup helps companies increase sales and customer loyalty through its high-value data and innovative multi-channel digital and offline marketing solutions. With contextually relevant information on more than 220 million individuals and 21 million businesses, the company delivers a complete spectrum of value-added data, direct and digital marketing solutions to customers of all sizes – from local businesses to Fortune 100 companies – to help them target, connect with and engage their most valuable audiences.

As technology and the internet have evolved, Infogroup has seen its operations model change, opening up new opportunities for its business. In order to take advantage of the business prospects, the company identified a need to upgrade its contact center technologies. Justin Jarose, Director of Call Center Operations, explains, "We were using an automated dialer and green-screen desktops. The dialer gave us speed, but we needed a system that provided more flexibility to meet the needs of day-to-day business functionality, gave us the ability to make changes easily, allowed us to work more efficiently, and had an updated user interface."

The company embarked on the search for a new technology platform, including a RFP and discovery process. Infogroup ultimately selected the *Noble® Enterprise* solution. "We chose Noble for a magnitude of reasons," says Jarose. "First, the system offered a high-performance outbound platform that was much easier to manage on a daily basis. Second, the call screening was much more powerful. We also saw a tremendous benefit in having built-in recording and quality assurance tools and in having a system that could integrate with our other applications."

The company's call centers handle 25 million outbound phone calls per year for B2B verification on business records. "We make 100,000+ calls a day across multiple types of campaigns. Noble gives us the ability to handle this volume with ease. At the same time, the system picks up more non-contacts and codes them correctly, screening bad numbers, disconnects and no answers with greater accuracy. Instead of passing those calls to agents, they receive only live connects, so they can work more efficiently and spend more time talking to people and less time coding non-connects. We are achieving 65-100 calls per hour per agent between live contacts and screened calls, allowing us to update more records, more quickly," Jarose states.

The *Noble Maestro* list and campaign management tools have helped Infogroup improve workflow management for day-to-day programs and has eliminated extra hours spent setting up lists and assignments. Jarose notes, "The ability of the *dialer* to manage itself is a great feature. On our old dialer, we really had to watch who was calling which campaign and when, and there was a lot of hands-on administration to get a program started and keep it going. Maestro makes it much easier and our managers and supervisors spend less time managing campaigns. The daily processes are much faster. They can set things up once for filters and schedule lists in advance, so that everything is ready ahead of time and the system automatically starts and stops campaigns."

Summary:
Infogroup is a leading provider of business and consumer database information. The company depends on its contact center technology to keep its database records current and accurate, and requires a powerful system that supports large volumes of outbound contacts. With the *Noble® Enterprise solution*, Infogroup has a platform that meets its current needs with greater efficiency and provides the tools it needs to expand and grow its business.

Industry | Market Research

Applications | Direct Marketing

Solutions | Enterprise Solution, Outbound Predictive Dialing, Call Recording, IVR, Custom Desktop Designer, SOAP Database Integration, List Management, Real-time Reporting, Training Environment

Stations | 225

Noble also gives Infogroup a very flexible Agent Desktop environment and helps them monitor agent activities more effectively. In addition to delivering an intuitive desktop and script designer with *Noble Composer*, the system supports the use of custom applications. Infogroup uses the Noble Agent toolbar to give agents access to the system's agent features, and scripts are presented in a custom .NET application that sits on top of the Noble environment. "We need to access our extensive database and may update multiple records at the same time. The integration between the Noble agent tools and our scripting and database are very good, and allows them to work quickly and effectively during calls," Jarose says. "Agent maintenance is also greatly improved. Our supervisors can monitor agent status and they have a better understanding of what agents are doing. Breakdowns of specific pause times and tracking of each agent state helps see where time is being spent, and we can identify why some people may not be producing the same as others."

Another area in which Infogroup is benefitting from the Noble solution is quality assurance. "Digital recording and QA were also a huge factor in our decision. Our QA team was using cassette tapes and manually managing recordings. With 25 million calls a year, that was a lot of time and cost dedicated to managing tapes and recordings. The ability to digitally record calls with *Noble Recorder*, and to be able to easily catalog, recall and review recordings, is a huge benefit and cost savings," remarks Jarose.

For implementation, Noble Systems provided a turnkey solution, including Project Management, an on-site installation team, custom development services and system training. Jarose recalls, "We had two on-site resources available to us for several months, which really made the transition much smoother. Everyone was very professional and knowledgeable. There was a great deal of information delivered during the training classes, and it was a great advantage to have local expertise to help translate the classroom learning into practical hands-on experience."

While Infogroup enjoys the many benefits and gains that they have achieved with the Noble Enterprise solution, they are even more excited about their future opportunities. "We really didn't know what we had even when we purchased the systems. We are still learning every day just how much functionality Noble has and what we can do with it," Jarose observes. "We are considering expanding our business programs to include lead generation type calls, programs to transfer hot leads to other centers, survey services, and other offerings to transition from a cost center to generating additional revenue. With Noble, we have the technology to support these programs and to help us grow our business. With as much success as we have already had with the Noble platform, I expect that in another year we'll have an even better story to tell! "

" We make 100,000+ calls a day across multiple types of campaigns and Noble handles this volume with ease while screening out bad calls so that our agents work more efficiently. Maestro makes daily list and campaign management much easier, so that our managers and supervisors spend less time setting up and administering campaigns. We have huge time and cost savings with built-in Digital recording and QA. We are still learning every day just how much functionality Noble has and what we can do with it. "

Justin Jarose
Director, Call Center Operations

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
5.2012