

# SUCCESS STORY



Service Champions is the leading provider of superior heating, air conditioning, and indoor air quality solutions to households in Northern California. Founded in 2003, Service Champions' Sacramento and Bay Area divisions excel in customer service, earning the prestigious Diamond Certified® Award for exceeding the award's rigorous standards for customer satisfaction and performance.

With current annual revenues of \$15 Million, Kevin Comerford, Owner, was looking for a way to help grow Service Champions' customer base and to retain existing accounts. Comerford states, "The marketing response rates to our advertising and direct mail programs had dropped, and we needed another media to help us grow the business. We were doing some outbound marketing, but it was hit-and-miss, and was very unstructured and unproductive. All of our outbound contacts, including sales, customer follow-ups, and collections calls were being done with manual dialing. Adding contact automation with a predictive dialing system was the next step for the company."

Service Champions compared customer contact systems and selected the *Noble® Solution*. "We were looking really closely at a couple of options, and Noble Systems was recommended to us by a previous user who had a lot of success with the platform," says Comerford. "We were blown away by the technology advances in the system, and the performance and functionality were much stronger. The Noble team also offered better service. And, the entire package of features and support was presented at a lower price point for a much more cost-effective solution."

The Noble Solution gives Service Champions a powerful contact management system with the flexibility to manage multiple programs, allowing the company to use the platform across a variety of applications. "We are using the system for a number of activities, increasing the efficiency of each type of contact," Comerford observes. "Noble helps us manage our sales calls and our customer service programs. We can set appointments both for sales reps and for service visits, including routine maintenance contracts. We also use Noble for follow-up calls on 'no sale' accounts, to find out why we did not win the business. And, we can contact customers for collections calls."

The *Noble Dialer* makes it easy to work through a customer or sales list, sending only live calls through to the agents. With *Noble Recorder*, calls are automatically recorded for use in quality assurance, verification, and training. The group uses *Noble Composer* to create custom calling scripts for each different contact program. Through screen scrape integration to the company's database, agents receive screen pops of customer information directly within the call script, rather than having to manually look up customer records or switch between software programs. The Noble platform works with Service Champions' existing Toshiba PBX for *blended inbound calling*, so that agents can take incoming calls without moving to another system, and also supports external transfers to other departments.

## Summary:

Service Champions is a Diamond Certified® provider of home HVAC products and services. The group excels in customer satisfaction and places an emphasis on continuing to provide 'small-business' attention to detail while working to grow its organization. Investing in the Noble Solution has enabled Service Champions to automate customer contacts across the company, improving performance, sales, and customer service. With Noble Systems as its contact center technology partner, the company is on its way to reaching its revenue and growth goals.

**Industry** | Consumer/Home Services - HVAC

**Applications** | Customer Service, Sales, Appointment Setting & Collections

**Solutions** | Blended Outbound Dialing & Inbound Service, Customized Scripts, Call Recording, Real-time Reporting & Management, Agent Monitoring, External Call Transfers, Toshiba PBX integration

**Stations** | 11

Comerford talks about the system's flexibility for managing multiple programs at once, explaining, "Noble gives our agents the support they need to handle multiple types of customer contacts easily and efficiently and keeps them from getting burned out on one program. They can move between inbound and outbound calls, and have complete access to customer information for setting up new sales or service appointments. When a customer needs to speak with our service center, the agent can switch them from the call center to the service team without making the customer call a different number. Or, we can assign an agent to work on accounts receivable for a few hours, and then switch to another program automatically."

The *Noble Maestro* toolset for management and reporting helps Service Champions setup and maintain its programs, agents, and resources and access real-time and historical statistics and results. "I really like the strength of reporting tools," Comerford says. "My office is 90 miles away from the call center, but I can see what is happening just as if I was sitting in the room with the agents. I can pull up reports to see current activities, such as who is on the phone, who is paused, who is waiting, who is assigned to which campaign, etc. I can see reports instantaneously to find out how many calls have been made, what their results are, and which programs are producing results."

"The Noble Solution is everything we thought it would be and more," remarks Comerford. "I tell my team that the smaller our customers think we are, the larger we will become. Noble allows us to provide the personalized service and 'down-home' feel of a smaller business that is very important when you are dealing with families and their homes, while consistently growing our customer base."

"Investing in the Noble platform was the right decision for our business, and it is easily paying for itself," Comerford continues. "In the first 2 months of using Noble, we generated over 420 maintenance appointments. For the same period in the previous year, we scheduled only 50 appointments. That is almost an eight-fold increase. In addition, we improved our replacement sales from our 'no sale' follow-up program in its first month on the dialer, where we were able to recover a sale from a prospect who had received an estimate from us and then decided not to buy, from a monthly average of \$15,000 to \$70,000 in just one month on the dialer. Our goal is to grow our annual revenues from \$15 million to \$50 million, and I firmly believe that the Noble Solution is going to be the single-most important technology to help us achieve that target."

"The Noble<sup>®</sup> Solution is everything we thought it would be and more. Investing in the Noble platform was the right decision for our business. In the first month, we recovered an additional \$55,000 in sales and in two months generated 420 maintenance appointments for a 750% increase. I firmly believe that the Noble Solution is going to be the single-most important technology to help us achieve our target for growth."

**Kevin Comerford**  
*Owner*

## 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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