

Noble® Multichannel Communications

Email, SMS, Web & Social Media Support

More and more people are doing business via the internet, and are looking for companies that offer online customer service options. Noble's **Multichannel Solutions** offer integrated options to enable customer contact through multiple media sources, in addition to traditional telephony media. This web-integration technology allows you to manage email, web, SMS, and social media contacts as efficiently as telephone calls, so you can further maximize agent resources. Contacts from all channels enter into the Noble 'Universal Queue' for efficient routing and handling, using skills assignments for distribution to agents. Managers can view activities, monitor sessions, and generate reports for multichannel transactions.

Noble ERMS | email response management

The ERMS product allows you to offer your customers increased flexibility in their contact choices, while giving you the tools to manage email interactions as you would any other form of communication. Our email solution integrates directly with our ACD to provide multimedia contact management from a single point, and offers workflow, quality control, and reporting tools. All interactions are queued, routed and managed from an intuitive, menu-driven interface, ensuring optimum contact center efficiency and outstanding customer service.

Email can be retrieved from any number of servers, anywhere in the world. Based on your defined routing rules, the 'universal queue' transfers incoming messages to agents, groups, or departments, in order to serve the customer's request. Agent groups can be designated to exclusively receive and respond to emails. Or, using our Universal Queue technology, groups can be blended to handle email along with inbound or outbound telephone calls. With ERMS, groups can also be designed to prioritize telephone calls over inbound emails, and vice-versa, depending on your program goals. Sorting by sender, recipient or subject; automated replies; response templates; screen pops of customer information, spell checking and automated "CC:" features help you view and respond quickly to customer requests.

All incoming and outgoing customer emails and agent responses are stored in the central Noble Database, allowing data analysis, data mining, and reporting capabilities. Standard ERMS reports include: average time to answer email; responses by termination code; inventory of unanswered email; and number of emails handled per hour, per agent, etc. Outbound email campaigns can be managed through the Noble *Messaging Management Console*.

Noble SMS | mobile messaging

Noble supports SMS (short message service) communications through the ERMS function. The system can generate an outbound SMS based on a call result to a specific customer, or can create an outbound batch of SMS messages.

Companies can send information in an e-mail using their customer's wireless number (ex, <mobile number>@<carrier>.com). The e-mail is converted to SMS by the email service provider. The database stores contact details such as name, e-mail, mobile phone, message delivery preference, etc. When handling the contact, the agent can query the database to automatically populate contact fields in the message. Use Noble's *Messaging Management Console* to manage outbound SMS campaigns.

- Integrate Multiple Channels into your Customer Contact Strategies
- Provide Responsive Services for the Growing Online, On-demand Environment; Discover New Sales Leads or Service Needs Quickly
- Fully-Integrated with Noble's Enterprise-class Solution
- Multi-media ACD with 'Universal Queue' & Skills-Based Routing; Define Routing & Handling Rules by Contact Channel, including Automatic Priority Escalation
- Unified Customer Contact History & Database Integration
- Customizable Templates & Auto-replies for Fast Responses; Build Forms to Match your Company Branding & Required Contact Information
- Screen Pops with Customer Information, Spell Checker & Automated "CC:" Feature
- Compatibility with IMAP, POP3, MS Exchange, External Databases & more
- Custom Development & 3rd-Party Integration for Web Co-browsing & Chat Services
- Comprehensive, Real-time Reporting with Contact Details for all Channels

“We are using Noble for multimedia processing of all inbound and outbound contact types, including sending emails and SMS, and we are seeing great results.”

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Noble Web Chat and Callback | web-enabled communications
In today's 'demand' economy, consumers are accustomed to a wide variety of choice.

Noble Web Chat provides real-time interaction with customers for those who prefer to interact in a text-based conversation. Users can create canned messages for agents to use in chat sessions. Managers can monitor chat sessions, including coach and barge functions, and can view chat queues and report on chat activities.

With *Web Callback*, you can serve internet customers at their convenience, by allowing them to request a follow-up call directly from your website, either right away or for a future time, rather than making them search for a phone number or wait on hold, and encouraging immediate interaction for faster service.

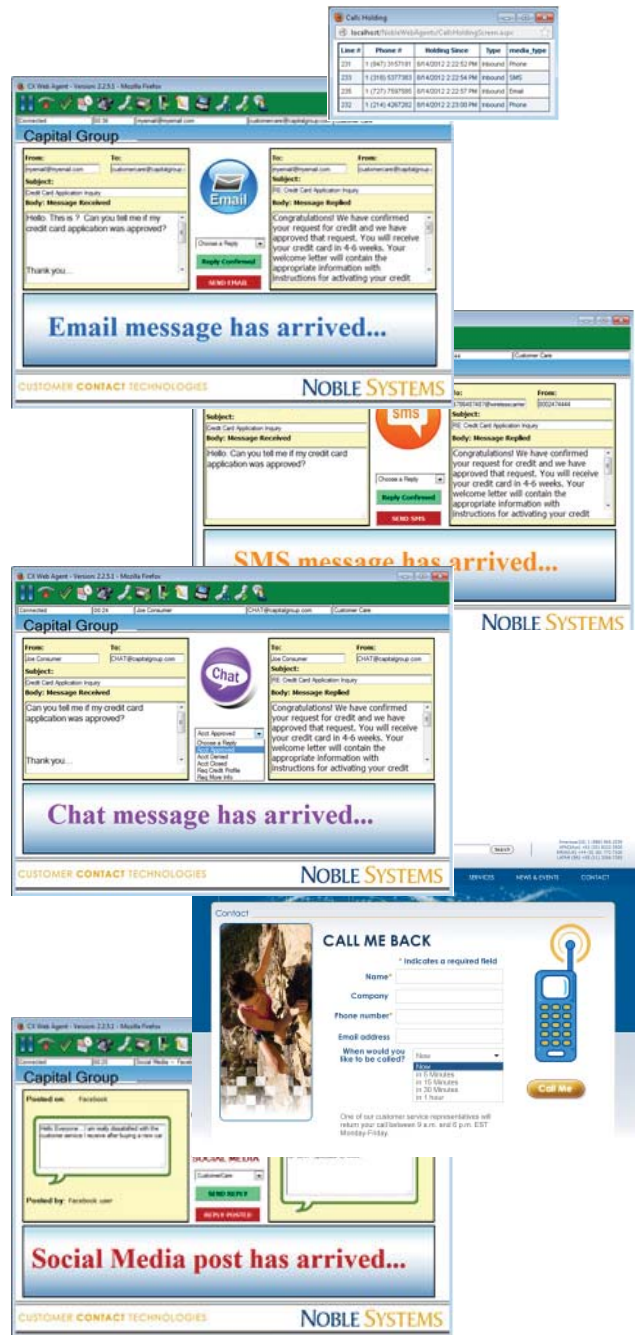
Web Chat and Callback requests enter the 'universal queue' so that each transaction is tracked, routed, and managed as efficiently as inbound calls, emails, and other customer contacts, using skills-based routing to send requests to agents. Reports and real-time data for web-based contacts are also readily available. Noble also offers custom development services for Web Collaboration/Co-browsing applications, and can integrate with third-party solutions.

Noble Social Media | social networking integration

Social Media is a rapidly growing communications channel for consumers. Forums and communities offer a quick and accessible way for customers to share their opinions and experiences, including their complaints or displeasure. Managing this new resource for customer contacts is increasingly important in today's on-demand culture. Noble's Social Media enables you to integrate social networking into your overall customer communications strategies.

Noble leverages the enterprise platform's inherent multi-channel capabilities to add online social interactions into your common contact center workflows and contact types. Noble works with the tools that are readily-available on most online communities to help identify and focus agent attention on relevant issues, and to manage these interactions efficiently. Noble's solution also provides reporting capabilities to actively manage your social engagement efforts.

- 1) Your customers post comments in online forums.
- 2) Noble Social Media interfaces with your corporate-managed communities and forums, using the notification and categorization tools already available within these networking sites.
- 3) Noble leverages this information to distribute posts to agents via the Noble ERMS, using the platform's proven routing capabilities.
- 4) Agents work the issues via the *Noble Composer Agent Desktop*.
- 5) Interactions are dispositioned to support reporting and feedback.



“We are impressed that the Noble Solution gives us a number of fully-integrated options, including web services, rather than treating them as peripheral items.”

*Noble's Multichannel features require particular licensed products; Professional Services may also be required for configuration. Contact us for more information on specific requirements.

ABOUT NOBLE SYSTEMS CORPORATION

Noble Systems Corporation is a global leader in the customer communications industry, providing innovative solutions for Unified Communications, Business Process Management and Analytics. Tens of thousands of agents at 4,000+ client installations worldwide use Noble platforms to manage millions of customer contacts each day. Noble offers a unified suite of multi-channel inbound, outbound and blended contact processing, strategy planning, and resource management tools for companies of all sizes. Our CPE, CaaS and innovative premise/cloud hybrid platforms include ACD, predictive dialing, blended processing, recording and monitoring, IVR, messaging, interaction analytics and workforce management. Call 1.888.8.NOBLE.8 or visit www.noblesystems.com.

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