

Noble® OnQ™

Campaign Automation – Advanced Strategy Management – Compliance Rule Enforcement

Reaching out to new and existing customers at the right time and place has never been more challenging. Noble® OnQ™ automates and centralizes campaign and policy management while ensuring call rule compliance. OnQ is instrumental in achieving corporate objectives for outbound calling efficiencies and effectiveness, while optimizing agent resources. With a ten-year record of delivering innovation in call center operations, OnQ is the solution of choice for lowering your cost to contact and improving contact tracking.

Technological advances offer an expanding selection of ways to interact with a business, and customers expect to be contacted over their preferred channel for each type of communication. At the same time governments and courts at all levels are racing to keep up and imposing new restrictions on the number, frequency and types of proactive contacts organizations can make.

Today's collection, marketing and customer service campaigns not only incorporate agent-based contacts, but also rely on agentless channels to optimize results. A central point for campaign administration is critical to coordinate messaging with live calling efforts and to ensure compliance with limits on contacts within and across each channel. By leveraging proven processes, technology and automation, you can centralize list and campaign management while executing advanced phone and recall strategies to enhance your overall campaign performance. Our commitment to our customers' success is why some of the world's leading companies trust Noble Systems.

OnQ™

Our patented OnQ solution automates and centralizes campaign and policy management while ensuring call rule compliance. OnQ is instrumental in achieving corporate objectives for outbound contact efficiencies and effectiveness while optimizing agent resources. With a ten-year record of delivering innovation in contact center operations, OnQ is the solution of choice for lowering your cost per contact and improving agent effectiveness.

- **Centralize Campaign Management** – Improve program effectiveness by managing business logic and dialing strategies for all channels in one location, including voice and text messaging.
- **Effective List Penetration** – Leverage contact strategies based on segmentation rules to deliver optimal penetration rates while maintaining overall dialer efficiencies.
- **Call the Right Number at the Right Time** – Apply the best strategy to each campaign, improving conversion rates and overall agent productivity.

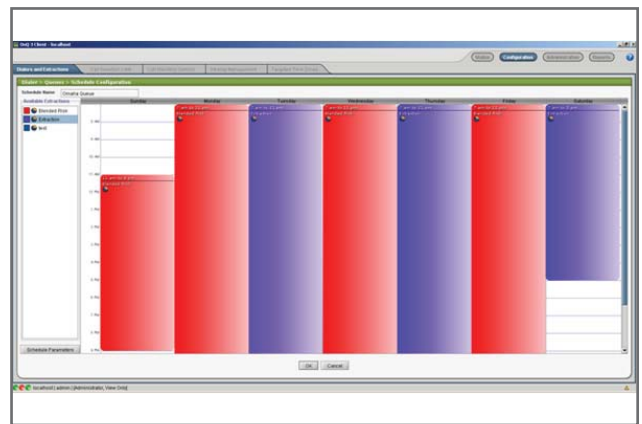
Improved Efficiencies – Doing More with Less:

- **Optimal Call List Management** – OnQ resides upstream from your dialers and holds all of the day's calling lists. It primes each campaign with a few accounts to start the day. As calling progresses OnQ sends small batches of accounts to replenish each list. This allows the flexibility to modify the calling strategy mid-day without having to stop and start the campaign.
- **Campaign Control** – OnQ provides precise control over intensity levels by allowing users to share multiple lists within the same campaign. The ratio of calls made can be managed in increments of a single percent. This lets you maintain efficient scale for your dialer campaigns while applying a unique treatment to each part of the list.
- **Workload Balancing** – OnQ lets you share work across dialers, leveraging available resources wherever they are located. When a dialer fails or a center closes, work can be instantly shifted to another dialer, keeping all accounts in play. Agents spend less time waiting for calls and more time talking to customers.
- **Strategy Scheduling** – OnQ users can easily create sophisticated, account-level phone rotation and recall handling strategies. These strategies can be scheduled by hour of the day. Rules can be applied that place limitations both on the number of calls made and the phone number rotation sequence, resulting in maximum Right-Party-Contacts.
- **Strategy Testing and Validation** – OnQ enables bias-free Champion/Challenger testing. New strategies can be compared to each other to determine which performs better prior to implementing in production. This is a "true" comparison – lists are called by the same agents, in the same campaign, at the same days and times – with only the strategy you are testing left to vary between the lists.
- **Compliance Enforcement** – Manage list segmentation, campaign strategy, phone rotation, call limitations, etc, across all of your dialers to simplify the deployment of new strategies while ensuring compliance with regulation and corporate policy constraints.

- Advanced Strategy Management
- Enterprise Campaign Control
- Campaign Automation
- Account-Level Actions
- Phone Rotation
- Best-Number-To-Call
- Treatment Targeting
- Intra-Day Record Management
- Time Zone Targeting
- Champion / Challenger Testing
- List Sharing
- Compliance Enforcement: Legal, Marketing, Regulatory
- Multidialer Support
- Multichannel Communications
- File Pre-Processing
- At-A-Glance Status Viewing & Management
- Business Continuity
- Scalable, High Performing, & Flexible

Next-Generation Campaign Management

- **Campaign Automation with Intraday Adjustment** – Schedule an entire week’s campaigns in advance and watch them run. Apply new strategies and quickly shift work between campaigns in real time. Change the treatment of records throughout the day based on account-level variables and call history, without any interruptions to dialing. Filter accounts from one campaign to another mid-day. Customize the action taken after each call result to effectively manage state-specific calling restrictions.
- **Multidialer Support** – Connect a single instance of OnQ and share work across different dialer brands and versions.
- **Multichannel Communication Support** – Implement sophisticated customer communication strategies that leverage multiple devices and channels including voice, text/SMS and email.
- **Time Zone Targeting** – Create and schedule strategies that target specific time zones by hour of the day.
- **File Pre-Processing** – Connect to an external database and pull in supplemental record-level variables to enhance list segmentation based on additional credit bureau attributes, call history, DNC lists, etc. Update fields on each account to remove duplicate phone numbers or create calculated fields such as over limit percentage.
- **Append / Purge Accounts** – Load accounts dynamically during the day; purge accounts after one or more days of dialing.
- **Customer-Local Time** – Schedule strategies in either fixed or customer-local time zones.
- **Reports** – Track campaign performance as well as activity on individual accounts and phone numbers. Write custom reports against OnQ’s open database as needed.
- **Customizable Interface** – Create and save status screen views that show you the information you need most.
- **User Security** – Give each user access to only the areas necessary to do their jobs.
- **Control Panel** – Override campaign settings midday to increase the flow of records to the dialer, limit penetration or open accounts up for additional attempts after quotas have been met.



- 5 of the World's top 10 Banks
- 6 of the top 10 North American Banks
- 6 of the top 10 US Credit Card Issuers
- 4 of the top 10 US Auto Financers
- 3 of the top 5 North American Telcos
- 60+ product installations
- 500+ million records per month

Deployment to ROI in under a year!

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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