

# SUCCESS STORY



Early Out Services, Inc. (EOS) and General Service Bureau, Inc. (GSB) are two separate companies that operate under the same mission of enhancing the financial well-being of others. EOS and GSB collectively comprise a family-owned and operated organization. Since 1946, the Omaha, Nebraska based group has been a leader in healthcare receivables management services for healthcare organizations nationwide. EOS delivers first-party Self-Pay Management and Insurance Follow-Up/Resolution programs to the healthcare industry, operating as an extension of the business office, while GSB provides Primary and Secondary third-party bad debt recovery services to the healthcare industry.

IT resources consume a growing share of the companies' budget and have become increasingly important to the clients of EOS and GSB. A considerable fluctuation in legislation and the economy required EOS and GSB to adjust their strategies to adhere to changing laws, statutes, regulations, contractual agreements, and other industry directives. Their call center solution had to operate within this complex legislated landscape to ensure that EOS and GSB meet their obligations to the collection and accounts receivable industry, as well as meet their client's contractual requirements. Operational efficiencies and optimum productivity became critical elements to continue its success.

The management team had a long list of items that they required in a call center technology platform. "In reviewing our call center technology, we had a number of issues that needed to be addressed," explains Ted Hawley, President. "EOS and GSB were using different technologies, with GSB on a collection-system dialer and EOS using manual dialing. Dialing controls were limited for GSB, and the lack of a dialer was an obstacle to growing EOS to a national market. We wanted a solution that would meet the needs of both businesses, supporting diverse dialing strategies for EOS clients with a large demand on IVR and inbound routing, while also delivering a dynamic blended environment for GSB. We needed a system that had advanced controls for outbound dialing, and that let us run multiple campaigns in predictive mode and multiple outbound IVR campaigns simultaneously. Each company has different quality assurance needs for monitoring and call recording for compliance and contractual obligations. The solution would also need to be flexible and easily accessible for the QA teams and operations management. Better agent monitoring and performance tracking and management reporting were also critical. Finally, we were looking for a scalable system that allowed for expansion without expensive upgrade and maintenance costs."

After reviewing several vendors and options, the companies selected the *Noble® Enterprise Solution*. Hawley talks about their choice: "The flexibility of the Noble solution fit the bill for the different dialing strategies of EOS and GSB. Noble's open design allowed EOS and GSB to integrate the Noble platform with our existing PBX/ACD environment for call blending. Noble further improves these integration abilities with skills based routing, shifting agents dynamically between handling inbound ACD routed calls and outbound Noble dialer routed calls. This dynamic movement helps us maximize agent productivity by allowing agents to handle multiple call types and minimizing agent idle time."

The *Noble Composer* agent desktop provides the flexibility and customization tools which the companies need to service different clients and campaigns. "Noble's workflow design and development requires minimal vendor programming, thus increasing efficiency and time for new development and system changes," observes Hawley. Composer gives the group an intuitive desktop design environment for creating custom screens and workflows to meet each client's needs and specifications and to help agents access the information they need for each type of call to work more efficiently.

The *Noble Maestro* manager portal allows EOS and GSB to improve the management of its programs with campaign and resource administration tools, quality management, and comprehensive results tracking and reports. Hawley says, "Noble's campaign and agent monitoring features, on-screen status views, and standard and adhoc reports provide the operational control we need to monitor, change and measure real-time call results and agent activities without requiring vendor or internal IT resources."

## Summary:

EOS and GSB are two parts of an organization that are focused on providing services that collectively enhance their clients' revenue cycle. In response to changing economic and legislative landscapes, the companies' owners identified a need to update its contact center technology to better support the activities of both businesses. With the *Noble® Solution*, EOS and GSB are achieving increased operational efficiencies and optimizing productivity.

**Industry** | Healthcare Accounts Receivable

**Applications** | Collections

**Solutions** | Outbound Predictive Dialing, Inbound Blending, Skills Based Routing, IVR, Text to Speech, Call Recording, Custom Desktop Designer, Agent Monitoring, Voicemail, Real-time Reporting & Management, VoIP, FACS and Avaya IP Office Integration

**Seats** | 135

The teams enjoy the added benefits of Noble's powerful contact platform, including improved call handling, enhanced QA and more flexible IVR management. Hawley describes how these tools are helping to improve performance: "We have much more control of our inbound calls with Noble's Skills Based Routing utility. We can set up and maintain call routing based on agent skills, with separate skill sets for both companies. We can manage available skills, assign skills to agents, and set routing parameters. EOS agents work multiple clients and can receive inbound calls based on their skill and training. GSB agents work with Noble's *Account Ownership*, so each inbound call routes directly to the correct agent and they can use the Contact Manager to manage accounts for outbound calls."

"For Quality Assurance, the companies use the integrated *Noble Recorder* to digitally record phone calls and to capture agent screens. Noble gives us a full set of features for supervisor controls and auditing. The *Recording Playback* utility allows us to query, play, and QA call recordings. EOS and GSB can also archive recordings, save recordings to local workstations, and export recordings for client requests."

"One of the biggest improvements is in our management of IVR programs. With our earlier system, changes could only be made by the vendor. We could not create our own recordings or work flows. Having to go through the vendor for any changes to the IVR limited our ability to deliver our service to our clients, and were expensive, limiting our competitiveness in the market. Noble's *Call Flow Builder & IVR Manager* tools give us the flexibility we need to manage the IVR internally, for faster service, better routing by campaign, and greater responsiveness to client needs. The utility allows us to set up automated IVR flows for both incoming and outgoing calls. Each of EOS's clients can have a specific call flow tailored to their needs."

In addition to Noble's built-in functionality, EOS and GSB are taking advantage of the platform's open design to integrate with its existing systems. Integration with the Ontario's FACS collection software gives agents instant access to debtor information and account details, without having to manually lookup records or switch between programs. While Noble offers a native VoIP solution, the system also supports integration to the Avaya IP Office platform, allowing the companies to deploy the system on its existing network, rather than requiring them to replace equipment.

By implementing the unified Noble Solution platform, EOS and GSB upgraded their contact center technology and gained the partnership of a technology vendor with over 20 years of experience in delivering solutions and services to help them meet their performance goals. Hawley outlines improvements in key areas: "We have much better Real Time Reporting, with individual management goals for each campaign. We have increased dialing efficiency with more pacing options and more accurate algorithms with faster adjustment to changing conditions. We are making more contacts by using different contact modes with different dialing campaigns and have higher list penetration by using outbound messaging when an answering machine is detected. We have reduced idle time and increased per agent call efficiency, significantly decreasing unproductive agent time for better use of our workforce."

Hawley concludes, "Noble has been a great fit to support our contact center programs. All of the improvements are contributing to more productivity across both companies, improved services for our clients, and increased debt collections, giving us the competitive advantages we need to grow our businesses."

" The flexibility of the Noble Solution fit the bill for EOS and GSB, from its ability to handle multiple dialing strategies to the range of built-in features and support for integration to external systems. Improvements in reporting, campaign controls, dialing efficiency, and agent performance are contributing to more productivity across both companies, improved services for our clients, and increased debt collections, giving us the competitive advantages we need to grow our businesses. "

**Ted Hawley**  
President

## 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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Americas: +1.404.851.1331-1.888.866.2538  
APAC (AUS): +61 (02) 8222 0500  
EMEA (UK): +44 (0) 161 772 7100  
CALA (MX): +52 (55) 5488 6828

[www.noblesystems.com](http://www.noblesystems.com)