

For more information, contact:

Lee Allum, VP Marketing

+1.404.851.1331 • 1.888.866.2538 • lallum@noblesystems.com

Noble Gamification Wins 2020 CUSTOMER Product of the Year Award

Atlanta, GA – March 12, 2020: [Noble Systems Corporation](#), a global leader in omnichannel contact center technology solutions, is the recipient of TMC's "2020 CUSTOMER Product of the Year Award" for [Noble® Gamification 2.0](#). The award is presented by [CUSTOMER magazine](#).



[Noble Gamification](#) is a unified employee engagement and performance management platform designed to increase agent productivity and reduce attrition in call centers. Noble leverages game mechanics across the employee generational spectrum to ultimately align the company's objectives with its employees' activities. The product's unique approach creates equity and normalizes KPIs across disparate groups and campaigns and includes built-in redemption tools to quickly deliver rewards.

One of the highlights of Gamification 2.0 is the Gamification Mobile application. The mobile application allows players to see their goals and achievements from anywhere, see what other players are doing and open new challenges, view rewards, and update their profile. Players get push notifications when they win and can redeem prizes in off-hours, so they can maintain productivity while they are at work. Additional features include the Bling Bazaar – a revolutionary tool that allows companies to drive engagement by letting agents spend points earned on non-monetary rewards – plus enhanced reward management tools that normalize the economy and target rewards for even greater control and cost savings.

"We are honored by TMC's recognition of our continued product innovation and commitment to providing solutions that help companies improve performance while reducing risk," said Chris Hodges, SVP sales and marketing at Noble Systems. "More companies are placing an increased operational focus on employee engagement, and our Gamification offering appeals to today's Millennial and Generation Z employee teams to promote and reinforce desired behaviors. Companies are seeing multi-fold benefits across all levels of the organization, including increased productivity, decreased employee turnover, higher profits, reduced training costs, improved employee morale, and accelerated learning."

The CUSTOMER Product of the Year Award recognizes vendors that are advancing the call center, CRM and teleservices industries one solution at a time. The award highlights products which enable their clients to meet and exceed the expectations of their customers.

"On behalf of TMC and *CUSTOMER* magazine, I would like to congratulate all of the winners of a 2020 Products of the Year Award," said [Rich Tehrani](#), CEO, TMC. "Every year I am so impressed by each winning company's dedication to quality in solutions that benefit the overall customer experience – while driving ROI for companies that use them."

About Noble Systems

Noble Systems Corporation is a global leader in the customer communications industry, providing innovative solutions for Contact Center, Workforce Engagement, and Analytics technologies. Tens of thousands of agents at client installations worldwide use Noble platforms to manage millions of customer contacts each day. Noble offers a unified suite of inbound, outbound and blended omnichannel communications, strategy planning, resource management, and compliance tools for companies of all sizes. Our premise, cloud, and innovative premise/cloud hybrid platforms include ACD, predictive dialing, blended processing, recording and monitoring, IVR, messaging, interaction analytics, robotic process automation and decisioning, workforce management, and gamification. With a portfolio of more than 210 patents and growing, Noble leads the way in pioneering solutions for the contact center market. For more information, contact Lee Allum at 1.888.8NOBLE8 or visit or visit www.noblesystems.com.

About CUSTOMER magazine and TMC

Since 1982, [CUSTOMER](http://www.customer.tmcnet.com) magazine (formerly *Customer Interaction Solutions*) has been the voice of the call/contact center, CRM and teleservices industries. *CUSTOMER* has helped the industry germinate, grow, mature and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management and technology through our highly valued awards, *CUSTOMER* strives to continue to be the publication that holds the quality bar high for the industry. www.customer.tmcnet.com

Through education, industry news, live events and social influence, global buyers rely on TMC's content-driven marketplaces to make purchase decisions and navigate markets. As a result, leading technology vendors turn to TMC for unparalleled branding, thought leadership and lead generation opportunities. For more information about TMC, visit www.tmcnet.com.