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Noble Systems Provides Inbound and IVR Solutions to Help SPT Improve Independence of Disabled and Elderly Passengers

Manchester, UK – 18 February 2021: [Noble Systems](#), a global leader in omnichannel contact centre technology solutions, is delighted to announce a new customer in Scotland – [SPT](#) (Strathclyde Partnership for Transport). SPT is the largest of Scotland's seven Regional Transport Partnerships and is responsible for planning and coordinating regional transport in Strathclyde, Scotland. MyBus is a demand responsive bus service providing door-to-door service to those unable to access scheduled services and the wider public transport network, including elderly, disabled and those in rural communities.

SPT was looking for a more advanced contact centre solution to help support their organisation and better serve their customers. The partnership was looking to replace their old technology with a future-proof solution that could help them expand and bring on more lines of business. Their contact centre was feeling the pressure of providing services for more than 600,000 concessionary travel card customers and 40,000 MyBus users. SPT's communication channels were siloed and they wanted to integrate the various channels to enjoy a multi-session, omnichannel solution.

"We really wanted to revolutionise the contact centre, so I attended a Noble Exchange Seminar to learn more about the technologies that are available" explained Tony Jones, Contact Centre Manager at SPT. "With MyBus, we provide a lifeline to many of our disabled or older customers that are unable to continue their independence without our service. We were looking for a trusted supplier that could deliver a reliable inbound solution with an effective IVR".

SPT has recently implemented [Noble Inbound 100](#) which integrates a powerful Inbound solution with Email and SMS. In addition, an intelligent [Interactive Voice Response](#) (IVR) identifies customers based on their telephone number and provides the personalised customer experience that SPT wanted, with efficiencies that they need in order to be cost effective. The outgoing SMS service is mainly used for system announcements to keep customers updated on schedule or service changes. Email is used by customers to send in details, such as proof of eligibility for concessionary travel.

"We're proud to be supporting SPT in helping vulnerable people in Scotland" said James Riley, VP of Sales & Marketing EMEA & APAC. "The MyBus initiative is a great way to avoid isolation of these groups of people. The Noble IVR helps provide a personalised service by automatically pulling up the customer record for the agent, improving efficiencies and the customer experience".

About Noble Systems

Noble Systems is a global leader in the customer communications industry, providing innovative solutions for Contact Centre, 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 omnichannel contact processing, strategy planning, resource management and compliance tools for companies of all sizes. Our premise, cloud and innovative premise/cloud hybrid platforms include ACD, predictive dialling, blended processing, recording and monitoring, IVR, messaging, interaction analytics, robotic process automation, 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 centre market. For more information, contact Sian Ciabattoni on 0161 772 7100 or visit noblesystems.com.

About SPT

Strathclyde Partnership for Transport (SPT) is the Regional Transport Partnership for the west of Scotland. SPT was formed in 2006 as part of the transport framework created by the Scottish Government, which is made up of a national transport agency, Transport Scotland, and seven Regional Transport Partnerships. Strathclyde Partnership for Transport (SPT) is the largest of Scotland's seven regional transport partnerships. SPT runs the Glasgow Subway, a host of specialist bus services and are responsible for delivering better public transport for the area. For more information, visit www.spt.co.uk.

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