

# Edward Sloan and Associates, Inc.

**Edward Sloan and Associates, Inc. has been providing professional debt recovery services for over 15 years. The agency specializes in collections for medical and utility accounts. ESA selected the Noble™ Solution to automate its dialing activities and to manage its broadcast messaging programs. With the technology from Noble Systems, ESA has almost doubled its contact rates while improving program management and reducing costs.**

Edward Sloan and Associates, Inc. was founded in 1991 with the client in mind. Based in east Texas, this result-oriented agency is dedicated to providing professional, reliable service customized to meet each client's individual needs and criteria by focusing on delivering the best in debt recovery services. The agency works with a range of clients, including healthcare and utilities. ESA uses a combination of experience, knowledge, and technology to achieve results.

ESA's professional collectors were using a combination of manual dialing and an out-sourced voice broadcasting service to contact debtors. Garry Isham, President, wanted to increase the number of contacts, improve collector efficiency, gain more control over its programs and reduce costs by investing in an automated dialing technology solution.

"We did a lot of research and were contacted by several vendors with automated products. We were looking at key areas including how the system worked, and the support and customer service offering," says Isham. "The Noble Solution was a product that matched our needs and was followed-up with a strong support program. We also liked that they offered a fair price to start with, and that it included a lot of 'bells and whistles' with built-in functionality. They did not play the 'pricing game', either starting low and adding on for more features or starting high and then discounting the cost. We also spoke with several other users and their testimonials showed us that it would be a good fit and that Noble Systems has a solid reputation for performance and service."

The agency is using the integrated Noble PDS (predictive dialer solution) for outbound and inbound blended calling. The system's open architecture allowed ESA to keep its existing NEC PBX and interface the Dialer with the equipment for blending. After-hours calls can also be transferred back to the PBX for seamless call handling. With Noble's automated screening and tone detection, collectors do not receive busies, disconnected numbers, no answers, or answering machines.

Noble's dialing features also give ESA the ability to manage automated voice broadcast campaigns in-house, rather than through an outside service. Isham observes, "We can setup our own programs to have the system call debtors and



<b>Industry</b>	Collections
<b>Applications</b>	Debt Recovery
<b>Solutions</b>	Small Business System (SBS), PDS, Composer™, Recorder, IVR, Dynamic Center Reporter (DCR™), Collection Software Integration, PBX Interface
<b>Features</b>	Outbound Predictive Dialing, Custom Desktop Design, Call Recording, Automated Messaging & Voice Broadcasting, Real-time Reporting & Management, Integration to Collect! and NEC PBX
<b>Stations</b>	5

**“ Noble gives us a high-level of functionality, but the simplicity from an operational standpoint is really great. The system has everything we need, and is scalable to grow with us. Our contact rates are close to doubling; we are talking to more live people; we have better program control and list management; and we can see who is being called, track agent time, and measure results. ”**

**Garry Isham**  
President

leave messages with a call-back number if no one answers the phone. We have much more control over our activities now, and we are saving money. The cost of our old out-sourced broadcasting service alone was almost as much as what we spend on the entire Noble platform.” The agency is looking forward to expanding their broadcasting programs by adding the *Noble IVR (interactive voice response)* features to offer debtors interactive menus. And, with *Noble Recorder*, ESA can record phone calls digitally to capture records of promises-to-pay, as well as to use the recordings for quality control, training, and compliance assurance.

Some of ESA's favorite aspects of the *Noble Solution* are its ease-of-use and flexibility. “The platform gives us a high-level of functionality, but from a management standpoint, the simplicity of the system to operate is really great,” explains Isham. “For

example, *Noble Composer* makes it easy to build new campaigns with user-friendly layout and design tools. And, since we can integrate directly with our *Collect!* software, our collectors can get screen pops of debtor information automatically on their desktops, without needing to change programs manually or go looking for data.”

Noble also gives the agency the advantage of offering a scalable system that can grow as ESA grows. Isham says, “We purchased the *Noble SBS (small business system)*, which gave us a platform that matches our size for a lower cost of entry. The system has everything we need for our current business requirements. The scalability of the solution means that we can add seats and features as we have the need for them, supporting our future opportunities.”

Customer support was a key factor in ESA's decision to purchase from Noble Systems. “Good support is very important,” states Isham, “and Noble Systems offered a complete package, including project management for implementation and training, in addition to on-going technical assistance. Our trainer was excellent, and the installation project went very smoothly. Now, when we call the help desk, our calls are always answered, rather than having to leave a message and wait for a call back. The support team is very knowledgeable, and if they do not have an answer right away, they are always able to find someone who does and resolve the issue.”

With the *Noble Solution* in place, Edward Sloan and Associates, Inc. has the technology tools to meet its contact center goals. Isham summarizes the results they are achieving, saying: “Our contact rates are close to doubling and we are talking to more live people. We have better control over our broadcast programs and better management of our lists. With the reporting tools, we can see who is being called, track agent time and productivity, and measure campaign results and performance. Noble is helping us reach more debtors, giving us the opportunity to increase our debt recovery and serve our clients more effectively.”



*Collect! is the property of Comtech Systems.*

#### ABOUT NOBLE SYSTEMS CORPORATION

Noble Systems Corporation is a global leader in contact center technology solutions, providing innovative products since 1989. Tens of thousands of agents at hundreds of client installations worldwide conduct business using the award-winning Noble platform for inbound/outbound/blended communications. The scalable, integrated Noble solution includes advanced ACD and predictive dialing; unified contact processing for voice, email, and web; and integrated IVR, digital recording, messaging, quality control/monitoring systems, scripting, and real-time reporting and management tools. Call 1.888.8NOBLE8 or visit Noble Systems online at [www.noblesys.com](http://www.noblesys.com).

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