UK's Top Selling Women's Magazine Increases Interaction Levels With Subscribers And Prospects Whilst Minimising Silent Calls

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Candis Subscribes To Noetica's Script-Aware Predictive Dialler
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Noetica, the customer interaction management (CIM) software provider, today announced that the Newhall Publications Ltd title, Candis, has implemented of the Noetica Script-Aware Predictive Dialler at its contact centre in Liverpool. Candis is using the dialler to increase contact levels with its member base to renew, reactivate and upgrade subscribers and convert prospects.

Candis was first published in 1962 and is aimed at women between 28 and 54 with a household income of £15,000 to £30,000. Candis' contact centre is using Noetica's dialler to make over 12,000 call attempts per week to its 300,000 subscribers, as well as prospects sourced from cold lists and charity partners. Candis has been using the Noetica SynthesysTM software framework to manage and increase existing and prospect subscriptions since April 2004. The contact centre now runs a minimum of 10 campaigns at any one time across 21 agent positions.

Candis has always experienced excellent subscription conversion rates during outbound activity, however levels of interaction with the outbound contacts were not as high as required, as Telemarketing Manager at Candis, Clair Snee explains, "Candis is the UK's top selling women's subscription magazine and one of the key elements to maintaining this position, is to ensure we maximise our use of customer and prospect data, and increase the levels of contact with our readership. After evaluating two hard diallers, we selected Noetica's Script-Aware Predictive Dialler because it seamlessly integrates with the SynthesysTM software framework and has no hardware to maintain."

Noetica's dialler works with the Synthesys Business Process Management Engine to identify the most appropriate point in an agent's interaction to dial the next number, so Candis can be confident that the number of outbound calls it makes is maximised whilst significantly reducing the risk of silent calls.

About Noetica

Noetica was the first software company in the UK to deliver a completely visually designed, fully integrated unified front end for contact centres. Our product range, SYNTHESYS™, reduces operational costs of inbound and outbound operations by up to 50% and agent training costs by up to 90%. It is available in both Client-Server and Web-based environments.

Noetica delivers SYNTHESYS™, the only Customer Interaction Management (CIM) software combining a SOA (Service Oriented Architecture) unified agent front end with a Business Process Management engine. Agents use a single system only. Non-technical staff can map processes and tailor screens to each process step within minutes and without any downtime.

With SYNTHESYS™ you can:

- Unified Front End through a SOA type software framework
- Streamline multiple Front End processes without programming
- Set a Maximum of Silent Calls while still optimizing agent productivity
- Gather field service requests from clients and dispatch them to field staff – all via one seamless system.

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