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ANNUAL CALL CENTER EXHIBITION

by The Editors

The ACCE Best of Show Awards



Every time we visit a major show we tingle with anticipation at the new tools, the fresh ideas, the imagination that the industry has on view. This year's ACCE show, held in September in Seattle, was no exception.

In fact, it was a veritable smorgasbord of innovation, full of new and improved technologies to enhance the call center manager's daily life. We came away from the show invigorated by the breath of fresh, salty Seattle air combined with the flinty-eyed calculation of call center ROI. It's a stirring mixture.

For your consideration and perusal, we present our picks for Best of Show — the tools that set our pulses racing with Nascar-like excitement.

SOUNDBITE 6.0 HOSTED VOICE MESSAGING

SoundBite makes an outbound automated voice messaging solution, used by more than 250 companies in collections, financial services, telecom and health care, among others. It's a hosted offering, which we like for its cost-effectiveness.

At ACCE they unveiled the latest update to their system, now available as **SoundBite 6.0**. The new release adds significant enhancements that dramatically increase

the ability to create, manage and execute highly effective, automated voice messaging campaigns.

One nice new element is called Enterprise Manager: companies with multiple call center locations can use it to grasp a single view across call centers in disparate locations — whether down the street, across the country, or around the world. With this tool, they can create campaign templates that incorporate best practices that can be shared across the enterprise for a consistent brand experience and reduce redundant efforts across various call center teams.

We talked with John Keyes, director of product management, about the enhancements in the system; he told us that most of SoundBite's users are deploying it in a multi-site environment. You can see our interview with John on our website at www.callcentermagazine.com.

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