

## Telecommunications Applications

### Increase Store Traffic:

A mobile communications company used SoundBite to get its existing customers to come into the store to renew their wireless service contracts. Within 72 hours of sending SoundBites to its customers, **store traffic in multiple stores increased 10% to 15%**. Results also show that customers who received the SoundBite, made additional purchases when they renewed their contracts at the store.

### New Bill / Potential Churn:

A wireless telecommunications provider used SoundBite to give its customers a preview of charges (purchase price of phone, activation fee, taxes, etc.) that will appear on their first bill. Sending these messages out two to three days prior to the customer receiving the bill **reduced the number of “panic” calls to the company’s call center by 40%** and **improved Customer Service Representative productivity by 20%**.

### Contract Renewal:

A telecommunications carrier used SoundBite to increase its contract renewals. The carrier sent 4 million messages to customers to followup after a direct mail piece was sent. The SoundBite campaign took just **5 days to complete** as opposed to the direct mail piece that previously took 30 to 90 days to receive responses. The results from SoundBite versus direct mail **increased renewals by 50%** and **costs were 1/6th of direct mail**.

### Collections:

To prevent unnecessary hotlining of its low-risk customers, a wireless and broadband company used SoundBite to collect outstanding wireless balances. The messages included an option for customers to Direct Connect to the company’s call center to settle their debt. As a result, **70% of recipients who listened to the SoundBite direct connected to the call center and paid their bills!**

### About SoundBite Communications, Inc.

SoundBite enables your business to deliver personalized, interactive voice messages to millions of customers. With SoundBite, you can reach your customers with timely, personalized communications and empower them to respond immediately with our leading interactive voice response capabilities or opt-in to be connected directly to a live agent.

- SoundBite is used today by hundreds of Global 2000 companies to dramatically improve customer retention, cross sell new services and improve collections.
- SoundBite is a full service ASP and can have your campaigns up and running in days.
- With SoundBite, you can report on the success of your campaigns in real-time and continually update and improve your campaigns in minutes.
- SoundBite applications have demonstrated incredible and immediate ROI.