



## ➔ Web Services API

The SoundBite Web Services API makes it possible to seamlessly incorporate proactive customer communications into your business. The API enables users to integrate SoundBite's automated proactive voice, text, and email communications into their own business applications, according to their business rules and technical needs. Organizations can optimize their contact center with the power of SoundBite's Computer Telephony Integration (CTI) capabilities via the Web Services API. Application development and deployment time is shortened significantly by leveraging SoundBite's Web Services API to add proactive communications to any business.

Each SoundBite Web Services API module is designed to simplify business challenges and open the doors for new applications.



### Automate

Automate repetitive campaign management tasks to view the status in real-time, load a list directly from your system, and update your CRM database with the results of a campaign.



### Connect

Connect your system with SoundBite to enable multi-channel proactive communication strategies enhanced with CTI capabilities such as screen pops, intelligent call routing, and agent call pacing.



### Trigger

Trigger voice, text, and email messages with the SoundBite Real-Time Messaging module to deliver time-sensitive communications over a customer's preferred communication channel.



## Endless Solutions at Your Fingertips

Application opportunities for the SoundBite Web Services API are expansive. Potential uses include notifications related to suspicious credit card activity, simple appointment reminders for physicians or hospitals, and emergency broadcast notifications. Many solutions require unprecedented reliability. These messages are commonly in the form of voice or text and are typically time-sensitive. SoundBite's Intelligent Communication Platform, enabled by the Web Services API, helps our clients meet these business obligations and many other similar challenges.

## Key Benefits

- Reduce connection time to agents with the SoundBite CTI module
- Increase return on investment with trigger-based messaging strategies
- Minimize time to develop a multi-channel proactive communications solution
- Automate data transfer from your system to the SoundBite platform
- Deliver hundreds of thousands of messages hourly

The SoundBite Web Services API offer includes:

- All three API modules: Real-Time Messaging, CTI, and Data Exchange
- Access to full set of SoundBite Intelligent Communications Platform functionality
- SoundBite Web Services API Implementation User Guide
- Documented examples with sample code
- User Acceptance Test account for designing your solution
- Implementation support through design, execution and testing

## How Does It Work?

The SoundBite API provides a web services interface to the SoundBite Intelligent Communications Platform, providing on-demand access to multi-channel proactive communications business services. The interface allows access to SoundBite's core functionality; controlling the creation and launch of new campaigns and enabling CTI functionality to streamline call management processes in your contact centers.

Clients must use a standard XML messaging system known as Simple Object Access Protocol (SOAP) to communicate with SoundBite's defined business services. SOAP is a widely-used, industry-standard system for encoding and exchanging XML messages between remote applications. Using SOAP, the client's system sends XML request messages to one of SoundBite's services. The SoundBite web service sends an XML response message back. The API is language agnostic and can be used from any language that supports SOAP and the appropriate security framework.

The API allows for custom levels of integration with your back office data systems. By incorporating all or part of the SoundBite provided business objects, you determine the level of integration and automation.

The SoundBite Web Services API provides the following library of business services to deliver solutions quickly and seamlessly:

- Contact Management
- Campaign Management
- Report Management
- Contact Center Management
- Authentication and Authorization

## How To Get Started

It's easy to get started. Simply contact your SoundBite sales representative and he/she will provide you with all the necessary information.

## System Requirements

### .NET Clients

- .NET Framework 3.5
- Web Services Enhancements (WSE) 3.0 for Microsoft .NET

### Java Clients

- Web Services client framework (i.e. Axis, JBoss, WebSphere, WebLogic)
- OASIS Web Services Security (v. 1.0 or higher)

## About SoundBite Communications

As a leading provider of on-demand, multi-channel proactive customer communications solutions, SoundBite transforms the way organizations communicate throughout the customer lifecycle to build trusted, lifelong, and profitable relationships. Visit [SoundBite.com](http://SoundBite.com) for more information.