



➔ SoundBite Multi-Channel Communications Platform

Organizations seeking to communicate intelligently with today’s consumer – and to achieve superior business results – are realizing both increased opportunity and challenges. Today’s consumers are mobile and communicate through multiple channels across a variety of devices. As a result, the means and methods by which organizations communicate and foster a dialog with those consumers must rapidly adapt. Is your organization prepared to address these challenges given the rapid change in consumer communications preferences?

Only SoundBite can address the changing business needs of Fortune 1000 organizations. The SoundBite Intelligent Communications Platform provides organizations around the world with a flexible, on-demand solution to help transform their traditional communications strategies to take advantage of consumers’ growing preferences for mobile phones and multiple communications channels.

Organizations need to make a dramatic shift in how they communicate with their customers in order to strengthen their brand and build trusted, lifelong, and profitable relationships. Only SoundBite offers a single, unified platform that supports fully-integrated, multi-channel proactive customer communication strategies that leverage automated voice, text and email messaging. While many organizations communicate with their customers across multiple channels, until now they have not had a unified platform that provides the management and reporting required to optimize results.

➔ Key Benefits

- ◆ Proactively communicate with your customers to create a positive experience with your brand
- ◆ Select the most appropriate channel based on message content, consumer preference and behavior
- ◆ Communicate through varying and multiple channels to drive higher response rates
- ◆ Interact with your customers anywhere in the world using his/her mobile device
- ◆ View and manage customer outreach efforts across your entire enterprise

Multi-Channel Escalation

Allows a single campaign to escalate from one channel to another – such as from an email to a voice message to a text message in subsequent contact attempts. Escalation strategies can be varied to optimize campaign results.

Multi-Channel Blending

Enables a single customer interaction to take place across multiple communications channels, allowing customers to receive information through one channel and respond using an alternate channel based on consumer preferences.

Multi-Channel Management and Reporting

Provides a unified view into campaign activities across all channels, dramatically improving overall campaign success. This allows organizations to enforce customer contact best practices across their entire business to ensure that customers are not overwhelmed with messages.

Backed by an experienced client services team with deep domain expertise and best practices, SoundBite's integrated platform enables organizations to design and execute more sophisticated proactive customer communication strategies that lead to superior business results. The scalability, flexibility and intelligence of SoundBite's next generation platform accelerate time to results and support the evolving business needs of organizations worldwide.

SoundBite's Intelligent Communications Platform offers unique and compelling features across voice, text, and email channels:

Voice

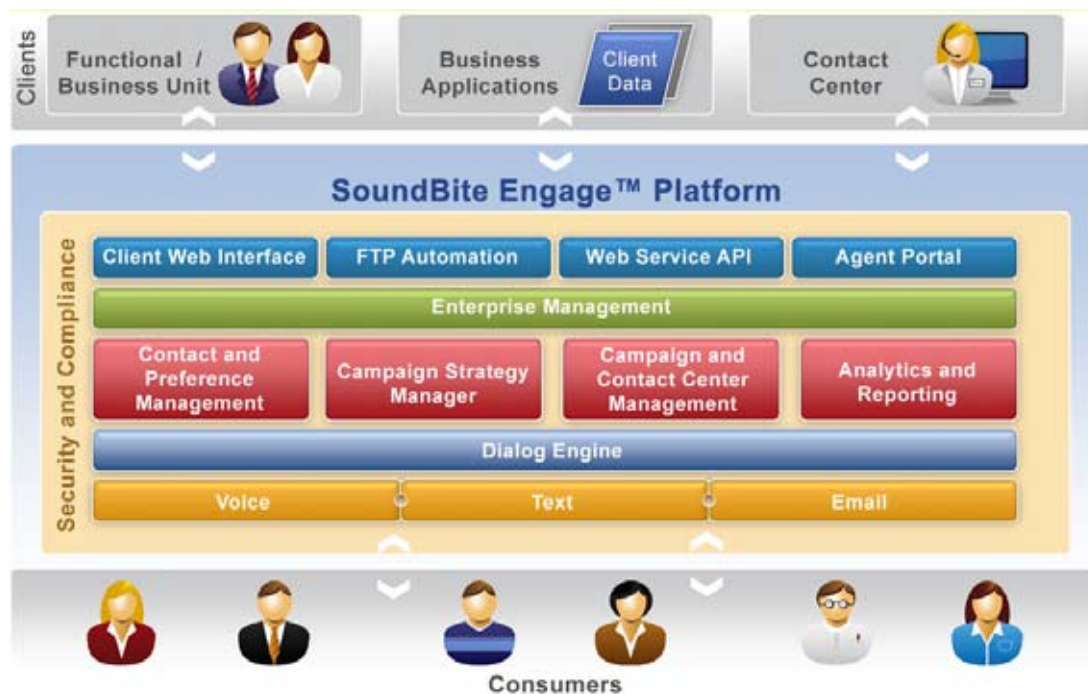
- ◆ Highly scalable
- ◆ Seamless multilingual TTS
- ◆ Automated suppression
- ◆ Dedicated inbound IVR
- ◆ Predictive/Performance analytics
- ◆ Compliance and filtering
- ◆ 98% answering machine detection

Text

- ◆ Free-to-End-User text messaging
- ◆ Standard-rate messaging
- ◆ Interactive, two-way messages
- ◆ Automatic opt-out
- ◆ Shared/Dedicated short codes
- ◆ Account suppression

Email

- ◆ Personalized HTML & plain text
- ◆ Specify From & Reply addresses
- ◆ Automatic opt-out
- ◆ Pre-launch testing
- ◆ Real-time status
- ◆ Automatic tracking of bounces
- ◆ Automatic tracking of click-throughs



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 for more information.