



→ Consumer Opt-in Solutions

The consumer communications landscape has changed for today's organizations. The impact of federal regulations, along with the rise of consumer choice, has forced companies to re-evaluate their communications strategies. Not only is there a need to ensure that messages are effective, but messages must also be compliant, desired, relevant and delivered via the optimal channels.

Value of Opt-ins

Building an opt-in database delivers much value to an organization and is an investment that can have long-term rewards. Implementing an opt-in program enables organizations to:

- Mitigate regulatory concerns
- Maintain revenue streams
- Enable cross-promotion of products and services
- Facilitate program enrollment
- Increase message relevancy and response rates



SoundBite Opt-in Solutions

SoundBite Communications offers a combination of consultative services and web-based solutions to help its clients develop and implement effective opt-in and preference management strategies and programs.

Two opt-in solutions that SoundBite offers include:

Opt-in for Mobile – Capture consumer consent to enable the delivery of automated voice and text messages to mobile devices

Opt-in for Marketing – Capture consumer consent to enable the delivery of promotional automated voice messages for cross-sell and up-sell opportunities

Key Features of SoundBite Opt-in Solutions:

- **Outbound and inbound** capture of opt-ins, opt-outs and communications preferences
- **Compliant opt-in scripts** that include capture of multiple communications channels
- **Phone verification service** to identify active phone numbers, mobile vs. landline and mobile numbers eligible for Free-to-End User text messaging
- **Tracking and reporting** of consumer opt-ins, out-outs and communications preferences
- **Contact history suppression** to prevent communications to certain contacts based upon when they were last contacted
- **Do Not Call** compliance as contact lists are scrubbed against national and client do not call lists

Capturing Opt-ins

When building an opt-in database, it is best to first perform an assessment of the contact data you already have on hand. This will assist you with identifying gaps so that you can prioritize the data you need to focus on capturing. This includes opt-ins, additional contact points, and communications preferences.

It is best to utilize a multi-channel communications strategy to capture this data as quickly as possible. This will help you maximize the number of consumers that desire to receive your communications while meeting necessary regulatory requirements. Some suggested vehicles to capture opt-ins and communications preferences include:

- Proactive outbound voice, text and email messaging
- Inbound toll-free number
- Web site
- Direct mail
- Applications and account forms
- Print advertising
- Point of sale/branch
- Social media

Proactive Opt-in Strategies

When proactively requesting that consumers opt-in to receive your communications, there are a number of approaches that can be used to maximize response rates. For example, providing consumers with options for the types of messages they wish to receive, along with their preferred channels, can lead to higher response rates and the development of stronger customer relationships. Demonstrating to consumers the value of opting in by providing examples of the types of relevant communications they would receive is another way to increase opt-in rates.

An additional strategy is to solicit opt-ins immediately after consumers have had a positive experience with your brand. This may consist of feedback captured in surveys or positive comments made to customer service reps – both of which are optimal times to ask. Finally, some organizations can gain lift in their opt-in rates when tying in the request with a promotion or special offer.

Maximize Opt-ins, Minimize Opt-outs

An effective communications strategy helps ensure that the messages you send are relevant, welcomed, delivered to the right contacts utilizing the right channels, and meet regulatory compliance. SoundBite Communications has the solutions and the expertise to assist you with developing and implementing programs that maximize your opt-ins and minimize your opt-outs, leading to more profitable, lifelong relationships with your customers.

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.