



Evolving Consumer Preferences

➤ Majority of Consumers Prefer Text Messaging for Customer Support

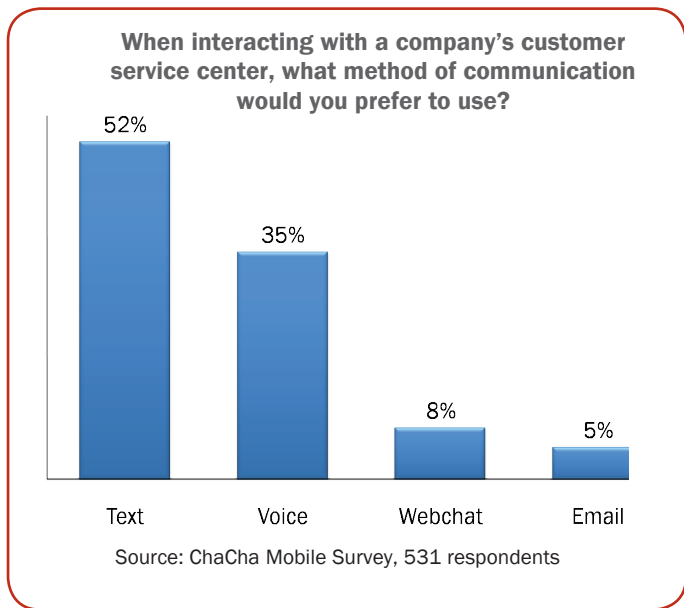
Consumers across all demographics – from young adults to senior citizens, affluent consumers to the middle class – are embracing text messaging. Their growing preferences for text messaging are largely due to the ubiquity of the mobile phone and the convenience of text messaging.

Consumers use text messaging when it is quicker and simpler than a phone conversation. It also gives them control of the conversation. A consumer can simply send a message and go on about their day, receive a response to their message, and then respond back at their leisure.

It got SoundBite thinking... if given the option, would consumers use text messaging to communicate with the organizations and brands they trust? As a result, we sponsored a survey to understand if consumers' preferences for text messaging would extend beyond peer-to-peer communications to include business-to-consumer communications as well. We asked more than 500 text-savvy consumers how they would like to communicate with the customer service centers of the brands where they do business.

Survey Results

Fifty-two percent of respondents said they would prefer to communicate with a company's customer service center over the text messaging channel versus other communications channels, including a phone call, webchat, or email. So, what are you waiting for? Offer text messaging.



The mobile survey was conducted in September 2009 by ChaCha, a mobile search service. Of the 13,420 mobile consumers who were asked to participate in the survey, 531 consumers (4%) chose to respond. Survey respondents came from over 35 of the 50 United States. Forty-eight percent of respondents were female and 52% were male. Respondents ranged in age from 13 to 55 years old.

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.