Text Messaging Has Grown at Historical Rates

Text messaging is the fastest growing communications channel in history. More than half of the global population is a mobile phone subscriber and over a billion text messages are sent per minute worldwide – that’s over 275,000 per second. Text messaging has become the preferred communications channel for millions of consumers due to its convenience, immediacy, and ease-of-use. Businesses that leverage text messaging for customer communications are being rewarded with improved response rates, with HubSpot reporting that 98% of sent text messages are opened – the majority within three minutes.

Engage Customers in Text Dialogs

SoundBite Engage™ enables organizations to interact with customers via text in a variety of ways, including fully-automated two-way text campaigns as well as strategies with optional agent involvement. SoundBite simplifies compliance efforts by validating mobile numbers, automating mobile consent, managing opt-in/opt-out requests, controlling contact attempts, matching time zones, and sending messages only during safe contact windows.

Benefits of Text Messaging

For Consumers:
- Convenience
- Immediacy
- Ease-of-use
- Self-service
- No waiting on hold

For Businesses:
- High response rates
- Cost-effective
- Boosts agent productivity
- Enhances customer experience

SoundBite’s Contact Center Text Messaging solution brings the benefits of text messaging into contact center operations by enabling organizations to further use text to communicate with their customers using a combination of automated and agent-assisted interactive text dialogs. Using its Agent Text Portal, SoundBite also provides the ability to escalate text chats that require special handling to live phone agents when needed.

SoundBite delivers a breadth of text messaging capabilities, including the broadest Free-to-End-User (FTEU) text messaging coverage in the industry at 95% across the five largest telco carriers, as well as global SMS delivery in the appropriate language and character set. Other supported text capabilities include message pacing, long codes, dedicated and shared short codes, short code pooling, and text analytics to help better understand your customers.

Text Messages Throughout the Customer Lifecycle

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How SoundBite’s Text Messaging Works
A consumer sends a text message to either initiate an interaction with a company or to respond to a message sent to them by an organization. For example, a customer receives a communication from a company via text message or other communications channel, such as a voicemail, email, or letter. Rather than being instructed to call the company, he is prompted to send a text using the provided keyword and short code. The customer sends the text message and the SoundBite Engage Dialog Engine reviews the communication using a set of predefined business rules and logic.

SoundBite Dialog Engine™
The Dialog Engine enables customer self-service and automated issue resolution using two-way text messaging. It reviews incoming texts using enhanced keyword search and intelligent decisioning logic, business rules and message processing to facilitate the appropriate response, resulting in many customer inquiries being resolved without agent intervention. The automated solution responds with a personalized text message with no agent intervention. Optionally, business rules can dictate that certain messages are escalated to an agent for text or voice follow-up. Authentication and right-party verification are built into the system, as is support for automatic opt-outs.

SoundBite Agent Text Portal™
Some text messages cannot be resolved in an automated fashion and should be handled by contact center agents. Inbound texts that the Dialog Engine determines need the involvement of an agent are routed to the Agent Text Portal for agents to access via their inbox. Agents can view a customer’s text message history and can send a pre-defined response or write a free-form text back to the customer. Agents can simultaneously support text chats with multiple consumers, and text dialogs can transition seamlessly from automation to agent and vice-versa, depending on the consumer’s most recent response. Supervisors can configure agent permissions and monitor communications for quality assurance.

Capture and Manage Mobile Preferences
A required step of any text messaging strategy is to first capture the mobile consent of your customers. SoundBite works with clients to build compliant opt-in consumer databases, and the SoundBite Insight preference management platform makes it easy to manage and honor opt-in and opt-out requests by channel and campaign. The result is that organizations can leverage mobile communications to optimize contact strategy, improve communications effectiveness and build stronger customer relationships by interacting with them over a preferred communications channel.

About SoundBite Communications
SoundBite Communications is a customer experience management company with deep expertise in delivering cloud-based mobile marketing, proactive customer care, and collections/payments solutions. More than 450 global end-clients, including nearly 50 Fortune 500 companies, leverage SoundBite’s proactive multi-channel communications and preference management platforms to power 2.5 billion personalized and compliant customer interactions annually across the full consumer lifecycle. Visit SoundBite.com and follow us on Twitter @SoundBiteComm for more information.