



➔ **SoundBite Analytics and Optimization Solutions**

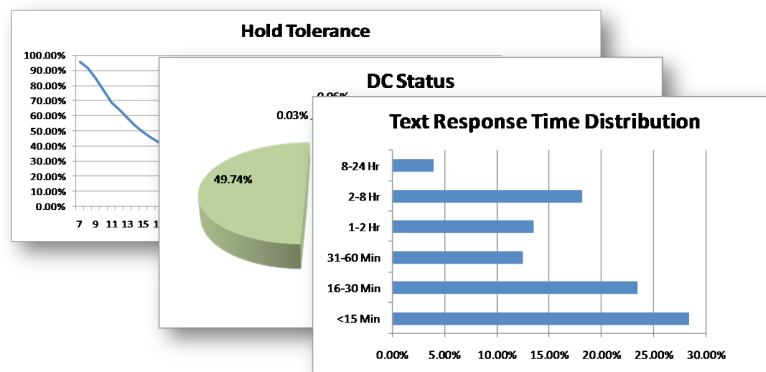
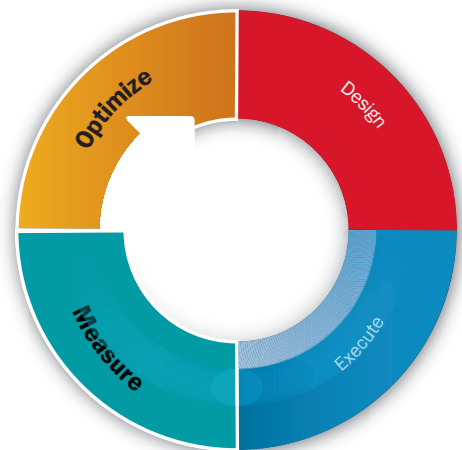
Optimizing Your Customer Communications

Organizations rely on Proactive Customer Communications strategies to continuously drive their business, even as markets and customers evolve. No matter the situation, clients want to maximize the return on their investment. SoundBite can help through a series of Professional Services driven solutions that provide both long-time and new clients with custom analytics and recommendations to help optimize their business. Through SoundBite Analytics and Optimization Solutions, SoundBite has helped clients meet their business goals, whether it is to reduce costs, increase customer reach, drive sales or boost collections.

Campaign Optimization: Driving Better Business Results

Leveraging custom analytics, internal tools, reports, and knowledge of best practices and trends, SoundBite analyzes a campaign’s key components, develops and tests hypotheses, and recommends changes to improve the ROI of Multi Channel Communications and Preference Management initiatives. This engagement may include:

- Script performance analysis
- Campaign strategy review
- Options for leveraging multi-channel communications
- Business metrics analysis
- A/B testing
- Deliverability analysis



Through Analytics and Optimization Solutions, SoundBite provides clients with analysis of communication trends, breakdowns of results, and recommendations tailored to the client’s business goals.

Contact Center Optimization: Maximizing Contact Center Effectiveness

A poorly performing contact center can undermine the best designed campaign. SoundBite provides a focused analysis of contact center performance, helping to ensure that a contact center and its agents are well positioned to handle campaign traffic. As part of this solution, SoundBite may evaluate:

- Customer hold times
- Call abandon rates
- Ring times
- Propensity to hold
- Other success metrics

Health Check: Getting the Most out of SoundBite Products and Solutions

The SoundBite Health Check doubles as an analytical solution and an educational opportunity, as the SoundBite team helps an organization get the maximum value from the SoundBite platform. The team will review how an organization currently uses SoundBite features, looking for gaps and optimization opportunities. SoundBite will review features that the organization may not have been as familiar with and recommend implementations, with the ultimate goal of increasing ROI and customer satisfaction. Areas for analysis include:

- Campaign strategy manager
- Delivery channels
- Skill groups
- Suppression
- List management
- Campaign reports
- Scripting
- Filtering
- Campaign performance
- Other miscellaneous features

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.