

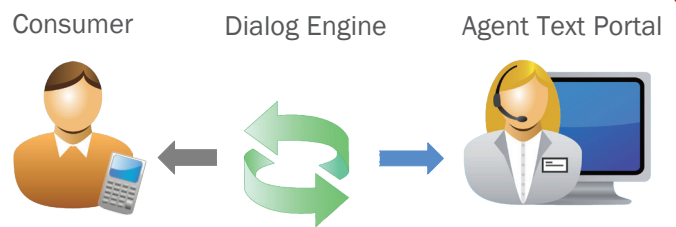


➔ SoundBite Contact Center Text Messaging Solution

Bringing the Benefits of Text Messaging to the Contact Center

The impact of the mobile phone and text messaging has forever altered how consumers communicate with one another. With over four billion mobile subscribers worldwide, more than 50,000 text messages are sent per second in America alone. Still, organizations have yet to align their contact center infrastructure with consumer communications preferences. Until now.

SoundBite's Contact Center Text Messaging Solution empowers your organization to communicate with consumers over a preferred communications channel using their mobile devices. This solution leverages SoundBite's Dialog Engine™ and Agent Text Portal™, unique features available on SoundBite Engage™, our next generation multi-channel proactive customer communications platform.



SoundBite empowers an organization's contact center to communicate with consumers using text messaging

Benefits to You and Consumers

Text messaging is a preferred communications channel for millions of consumers. Extending this channel to your contact center will improve your customer communications. With SoundBite's Contact Center Text Messaging Solution, your organization and your consumers will experience many benefits.

Your Benefits:

- Reduced telephony costs
- Increased agent productivity
- Fewer dropped conversations due to hold times
- Greater customer satisfaction

Consumer Benefits:

- Convenience
- No waiting on hold
- Privacy
- Archive of conversations

Here's How it Works

A customer receives an important message from your company via a text message or other communications channel, such as a voice message, email, or letter. Rather than being instructed to call the customer support center, he is prompted to send a text message using the provided keyword and short code. The customer sends the text message and the SoundBite Dialog Engine reviews the message using a set of predefined business rules. Based on those business rules, the automated solution responds with a personalized text message with no agent intervention.

If the customer responds using a free-form text message that does not contain a predefined keyword, then the message will be sent to a customer support agent who can access the entire message history and respond accordingly using the Agent Text Portal. The entire text message conversation will transition seamlessly from agent to automation and vice-versa, depending on the consumer's most recent response.

Key Features of SoundBite's Contact Center Text Messaging Solution

SoundBite Dialog Engine™

SoundBite's Dialog Engine enables customer self-service and automated issue resolution. It supports real-time two-way automated dialog initiated from inbound or outbound messages. Enhanced keyword search makes it possible to resolve customer inquiries without agent intervention. Authentication and right-party verification are built into the system enabling personalized and relevant customer interactions. The Dialog Engine also supports automatic opt-outs through enhanced detection and enforcement technology.

SoundBite Agent Text Portal™

Not all text messages should be automated. At times, organizations receive text messages which should be handled by trained customer support agents. Agent involvement provides maximum flexibility so agents can create free-form or respond using pre-defined messages based on the customer's unique situation. SoundBite's Agent Text Portal provides agents with real-time visibility into all text message history via SoundBite's web interface. And, finally, management retains visibility into all communications assuring quality customer support at all times.

➔ Text Messaging Applications

- ◆ Customer Self-Service
- ◆ Account Balance and Status
- ◆ Account Authentication
- ◆ Payment Authorization
- ◆ Fraud Alerts and Resolution

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.