



➔ Low Income Home Energy Assistance Programs (LIHEAP)

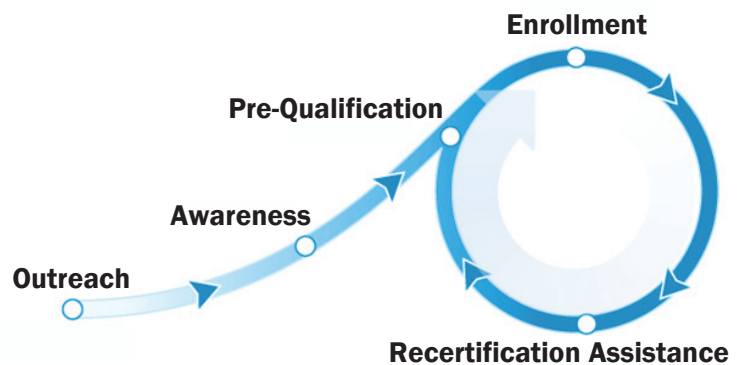
Rising payment delinquencies and regulatory initiatives are forcing utilities to re-evaluate their low income assistance strategies. To ensure maximum program participation, utilities must ensure that community outreach and awareness efforts are reaching the right consumers at the right time. SoundBite offers a number of proactive communications solutions to assist utilities with these efforts.

Why SoundBite

SoundBite provides proactive communications solutions that accelerate enrollment and increase participation in Low Income Home Assistance Programs (LIHEAP) and Weatherization Assistance Programs (WAP). Utilities that augment their traditional direct mail, advertising or community outreach efforts with a multi-channel communications solution consistently achieve their LIHEAP/WAP enrollment and recertification objectives faster. SoundBite's multi-channel solutions can quickly and cost-effectively deliver automated and personalized campaigns to tens (or hundreds) of thousands of customers.

Benefits include:

- **Low Cost:** a hosted platform that requires no capital investment
- **Personalized:** Higher response rates due to text-to-speech and right party verification
- **Interactive:** Automates routine business processes
- **Contact Center Integration:** Dynamic pacing based on agent availability increases agent productivity



Outreach, Awareness, Qualification and Enrollment Solutions

SoundBite offers a combination of web-based proactive communications solutions and consultative services to help utilities develop and implement effective campaigns for LIHEAP/WAP outreach, awareness, qualification and enrollment. SoundBite's Proactive Communications leverage automated voice, text and email messaging through an-demand, multi-channel communications platform. These solutions can be used to deliver program information, capture income qualification data and consumer opt-ins.

Key Features:

- Complements traditional outreach efforts including direct mail, neighborhood canvassing and community events
- Automated messages that comply with federal and state regulatory requirements
- Capture and report on household income qualification criteria
- Automated LIHEAP enrollment
- Agent-assisted LIHEAP enrollment
- Agent-assisted WAP/LIEE appointment scheduling
- Automated WAP/LIEE service reminders

Maximize Participation, Minimize Delinquencies

An effective communications strategy ensures that the LIHEAP/WAP outreach, awareness and enrollment messages you send are relevant, welcomed, delivered to the right parties utilizing the right vehicles, and in compliance with both federal and state regulations. SoundBite has the solutions and the expertise to assist you with developing and implementing campaigns that maximize your enrollment rates and minimize your low income customer delinquencies, leading to more profitable, lifelong relationships with your customers. With our solutions you can effectively:

- Increase program enrollment rates
- Increase customer satisfaction
- Accelerate business process execution
- Reduce contact center / field service burden
- Reduce operational costs

→ Success Story**SITUATION**

Large utility company looking to reach over a million households who qualified for energy assistance.

Direct mail response rates were diminishing and they were not achieving their program enrollment goals.

STRATEGY

Increase enrollment rates by augmenting their traditional outreach with SoundBite Voice Messaging and Free-to-End-User (FTEU) Text Messaging.

RESULT

SoundBite produced 2X the enrollment rate of a direct mail campaign, at an 80% lower cost-per-enrollment.

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.