



➤ Loyalty Rewards Program Solution

Communications for Profitable Consumer Engagement

With 1.8 billion U.S. consumers belonging to an average of 14 loyalty rewards programs, the competition for wallet share is tougher than it has ever been for companies that offer rewards programs. Today's consumers are inundated with loyalty communications, and organizations are lacking the capabilities to break through. In order to stand out from the crowd and truly engage consumers in your loyalty programs, your organization needs a solution that can deliver personalized, relevant, timely, and welcomed messages that create meaningful dialog at every stage of the loyalty member lifecycle.

SoundBite's Loyalty Rewards Program Solution utilizes our on-demand, multi-channel communications platform, SoundBite Engage™, to deliver interactive, intelligent voice, text, and email messaging. By leveraging the SoundBite Loyalty Rewards Program Solution, organizations can have more effective communications that help solidify relationships and increase loyalty, leading to greater customer satisfaction and higher spend.

Communications to Build Customer Advocacy

By incorporating multi-channel proactive customer communications into the loyalty rewards program strategy—and ideally into the overall marketing strategy—organizations can send personalized offers, welcome new members, remind members of rewards expiration, encourage redemptions, and invite feedback—all over the consumer's preferred communications channels.

SoundBite Loyalty Rewards Program Solution Components

The key to deeper engagement with your consumers is delivering relevant communications at every stage of the loyalty member lifecycle, from attracting consumers and enrolling them into the program to nurturing and rewarding long-term and high-value members. Examples of communications across the lifecycle include:

➤ Results We've Delivered

- ◆ 29% increase in number of redemptions
- ◆ 45% increase in total rewards dollars redeemed
- ◆ \$900,000 generated in incremental revenue
- ◆ 650% return on investment

- ◆ Rewards program enrollment invitations
- ◆ New member welcome messages
- ◆ Rewards balance and redemption reminders
- ◆ Upsell/cross-sell communications
- ◆ Mobile coupon codes
- ◆ Satisfaction surveys
- ◆ Rewards/points expiration alerts
- ◆ Member upgrade offers
- ◆ Member appreciation messages

Integrated Multi-Channel Communications

Improve your customer experience with personalized, automated, voice, text, and email communications designed to increase program engagement. Integrate multiple communications channels into a single consumer interaction to increase response. Telephone calls with menu options to receive coupons, promotions, balance updates, or other important information via an instantaneous text or email message can immediately encourage program participation.

Permission-Based Marketing

Contact and Preference Management functionality captures customer opt-in and communication channel preference. Collect, integrate, and maintain a database of customers to proactively communicate with throughout the loyalty program lifecycle, while honoring their preferences to deliver welcomed and meaningful communications.

Enabling Two-Way Customer Dialog

SoundBite's Dialog Engine enables automated interaction for on-demand rewards program inquiries. Dynamically interact with your members with two-way dialogs over voice, text, and email to increase frequency and incremental spending.

Reporting and Analytics

SoundBite offers pre-defined and custom reports that integrate data from multi-channel marketing and customer care campaigns to measure and optimize effectiveness. Organizations can easily tie results back to measurable business value including trends in enrollments, membership activity, and redemptions.

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.

CRM Capabilities

Further enhance the value of your CRM with proactive customer communications. The SoundBite Web Services API enables integration with marketing service and reward program providers to enable a personalized and targeted communications experience for your members while providing real-time campaign updates.

→ Case Study

Proactive Communications Delivers Incremental Spending for National Retailer

A national retailer with 25 million loyalty program members wanted to increase its rewards redemption rate because half of rewards points were left unredeemed. The retailer leveraged SoundBite's Loyalty Rewards Program Solution to launch a voice and email messaging communications campaign that delivered a reminder message to all reward holders prior to point expiration. The multi-channel strategy yielded a higher redemption rate versus all other strategies—roughly three times higher than email alone. With a continued commitment to this new strategy, the retailer projects well over \$100 million increase in incremental revenue and \$20 million in incremental margin over a one-year program.

Increase in Redemption Rate Over Control Group

