



## ➔ SoundBite Preference Management Solution

Consumers are exposed to hundreds of messages each day, through more communications vehicles than ever. This “communications overload” impacts your chances of gaining the desired responses from your consumers. Additionally, consumers are becoming savvier and using various methods and services to block unwanted messages – further decreasing your response rates.

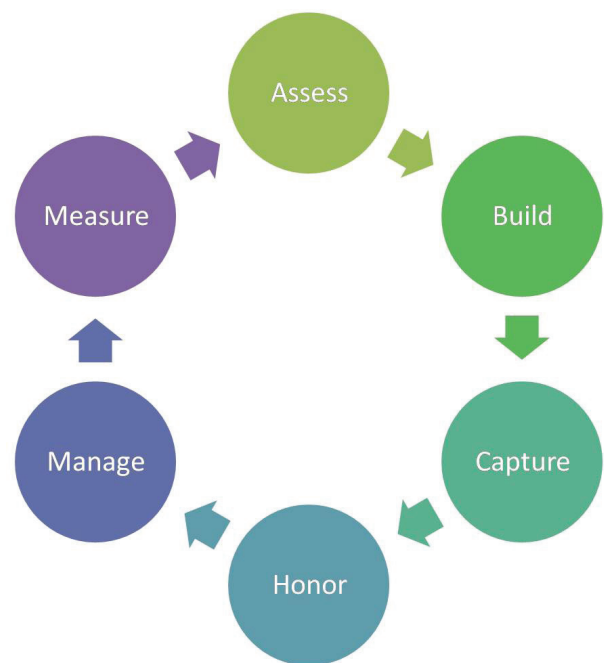
Despite these challenges, consumers are often willing to provide organizations with their communications preferences – but they have to be asked. Consumers are also telling you how they wish to be communicated with, simply by the way they react. So it is important to also observe and track consumer behavior. By combining stated and implied preferences, you gain valuable insight that will lead to deeper customer engagement and improved response rates, resulting in trusted, lifelong, profitable relationships.

### Strategy for Building an Effective Preference Management Program

Establishing a preference management program requires a combination of technology, resources and a detailed strategy to capture and manage consumer communications preferences.

Key steps of a strategy include:

- **Assess** your communications goals and strategy. Evaluate your current infrastructure, resources and constraints. Also, review the completeness and accuracy of your consumer data to identify gaps.
- **Build** a foundation on which you can capture and manage your consumer data and communications preferences, ensuring the flexibility to support more complex, multi-channel communications campaigns.
- **Capture** contact data, opt-ins and communications preferences to build consumer profiles that will enable targeted, relevant marketing programs.
- **Honor** the captured preferences to ensure you are communicating with consumers the way they prefer.
- **Manage** your consumer data by consistently adding new contacts and preference options, while also updating your existing data.
- **Measure** the effectiveness of your proactive consumer communications strategies and evolve your programs, consumer preferences and data accordingly.



Steps to Building an Effective Preference Management Program



## Benefits of a Preference Management Program

- ◆ Higher response rates
- ◆ Optimized contact strategies
- ◆ Coordinated communications
- ◆ Stronger customer relationships
- ◆ Improved customer experience
- ◆ Single, consistent view of customers
- ◆ Compliance with regulatory requirements

## SoundBite Preference Management Solution

SoundBite offers a Preference Management Solution that combines consultative services and web-based solutions to help organizations develop and implement an effective and flexible preference management program. The solution includes a full Preference Management Readiness Assessment to assist organizations with establishing a program that will achieve specific business goals.

SoundBite's web-based Preference Management Solution offers:

- Consumer data repository management for consumer profile data such as opt-in, opt-out and preferred communications channels
- Administrative web portal for preference viewing and editing, report access, and export and import of data
- Consumer voice portal for self-management of preferences
- Integration with SoundBite's multi-channel communications platform, or any third-party communications platform, to execute automated voice, text and email communications

SoundBite's analytics and optimization solutions provide an additional level of intelligence by analyzing proactive customer communications strategies and response rates while benchmarking against overall business metrics.

## Get Started Today

A well-designed and executed preference management program provides organizations with the valuable insight they need to communicate with consumers the way they desire, enabling more cost-effective and relevant communications that maximize response rates and desired business results.

SoundBite has the solutions and expertise to assist you with the development, execution, and ongoing management of a comprehensive preference management program. Visit [www.SoundBite.com/solutions/preference-management](http://www.SoundBite.com/solutions/preference-management) to learn more.

Respecting your customers enough to capture their communications preference and honor their wishes will enhance your brand and boost the trust that they have in your brand.

*"Marketers: Stop the Abuse! Adopt Preference Management"*, Forrester Research, Inc., July 22, 2009

## 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](http://SoundBite.com) for more information.