



→ SoundBite Reporting and Analytics

The SoundBite Engage™ Platform allows organizations to vary their Proactive Customer Communications strategies based on a variety of factors. Measuring and optimizing the results of those strategies is vital. At SoundBite, we offer a combination of easy-to-use reporting tools, best practices and domain expertise to continually provide new insights to help organizations accelerate and maximize their return on investment (ROI).

What is the Value of Your Customer Communications?

Relevant and thorough reporting and analytics helps an organization link a communications strategy to measurable business results. SoundBite looks to support the reporting and analytics needs of all constituencies in an organization, so that all parties understand the impact of a communications strategy and use that information to achieve – and often times surpass – their business goals.

To meet these distinct needs, a reporting suite should offer a complete set of industry-accepted metrics and detailed data, so that organizations can:

- **Identify** opportunities to optimize communications and increase ROI
- **Present** trends and findings to management
- **Validate** performance on a regular basis
- **Reconcile** communication strategies with their systems of record



Customized Reports to Suit Every Business Need

SoundBite offers a variety of customizable reports to measure and optimize Proactive Customer Communication (PCC) strategies and easily tie those results back to measurable business value for your organization. SoundBite provides the following types of reports:

- **Summary Reports** provide a quick view into the success of a specific communication strategy. Summary reports will help you present trends to management, compare performance over time, and identify potential areas for improvement.
- **Detail Reports** can be customized to seamlessly integrate with your system of record, reducing manual import processes and ensuring a robust contact database.
- **Cost Reports** allow you to easily measure ROI and budget for future PCC campaigns.
- **Agent Reports** to identify your best agents, more effectively allocate agent resources, and define skill groups.
- **Contact Center Reports** to evaluate a contact center's handling of customer traffic so that you can take appropriate steps to maintain high levels of customer satisfaction.

Reporting and Analytics Features

Flexible Reporting

SoundBite can generate reports at any time during or after a campaign, in a variety of formats. You can schedule reports to run and send automatically to a distribution list after campaigns complete or on a daily, weekly, monthly, or other periodic basis.

Multiple Delivery Options

Reports can be viewed and downloaded directly from the SoundBite platform. In addition, SoundBite can automatically transfer reports to FTP or SFTP servers, or email reports to clients. Reports can be also be encrypted for security purposes.

Multi-Level Views of Data

SoundBite reports can be run at multiple levels, providing a broad or narrow view of your data, depending on the need. A report can cover the results for a single list or for multiple strategies and applications across an organization.

Have you tried...?

SoundBite offers over 20 reports standard in the product. Here are five reports you may not have tried out yet:

- ◆ Estimated activity cost
- ◆ Account activity
- ◆ Agent utilization
- ◆ Contact center DC summary
- ◆ Campaign all contacts

Key Benefits

- ◆ Quickly assess the results of your communications strategy
- ◆ Identify opportunities to further optimize campaigns and maximize ROI
- ◆ Monitor the effectiveness of your contact center
- ◆ Seamlessly integrate SoundBite results with your system of record

Full Multi-Channel Support

SoundBite provides full summary and detail reporting on all channels – voice, text and email messaging. For campaigns that use multiple channels, SoundBite can display the results in a single report, enabling you to analyze:

- How individual contacts responded to different channels
- Your organization's overall reach and success for each channel and as a whole
- New contact strategies to drive better campaign results and stronger business value

Supplement Reports with Analytics and Optimization Solutions

SoundBite has delivered millions of successful PCC campaigns across a variety of industries, applications and channels. Our domain expertise in these areas is unmatched and our best practices continue to deliver exceptional value for our clients. Our client services organization can be engaged to perform custom analytics to help organizations enhance or supplement their internal analytics capabilities.

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.