



→ SoundBite Text Messaging

The impact of the mobile phone and text messaging has forever altered how consumers communicate with one another. With over 270 million mobile subscribers, Americans send over 50,000 text messages per second. Ninety-five percent of those messages are opened and read, most within 15 seconds of sending.

In a recent survey, SoundBite found that the majority of consumers would prefer to communicate with organizations over the text messaging channel. Still, organizations have yet to align their customer support center infrastructure with consumer communication preferences. Until now.

SoundBite Engage™, our next generation multi-channel proactive customer communications platform, is redefining how organizations and consumers communicate with one another. SoundBite Engage features the SoundBite Dialog Engine™ and Agent Text Portal™, a unique combination which empowers your organization to communicate with your customers over their preferred communications channel and mobile device. With SoundBite Engage, your organization will experience reduced operating costs, increased revenues, and enhanced customer loyalty.

SoundBite Dialog Engine™

SoundBite's Dialog Engine™ enables customer self-service and automated issue resolution in real-time on the text messaging channel. The solution provides:

- Real-time, two-way automated text messaging for both inbound and outbound initiated conversations
- Enhanced keyword search, making it possible to resolve customer inquiries without agent intervention
- Right-party verification and automated authentication
- Auto detection and enforcement of opt-outs as well as enhanced suppression
- Secure utilization of personalized data

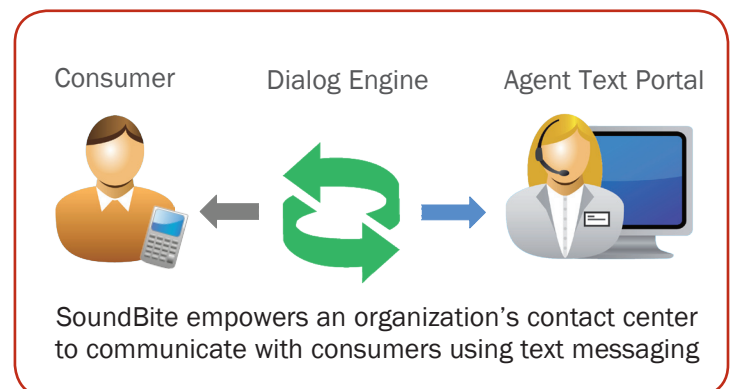
The Dialog Engine is designed to scale rapidly so it will grow with your business. And finally, the Dialog Engine is highly flexible. The most sophisticated campaigns can be implemented very quickly and enhanced in real-time.

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. SoundBite's Agent Text Portal provides:

- Real-time visibility into text messages
- Manual text conversations, allowing agents to send free-form or pre-defined messages
- Access to message history via SoundBite's web interface

Unlike phone conversations, a single agent can support multiple text message conversations simultaneously. Text message conversations also can be seamlessly transitioned from agent to automation and vice-versa.



More Text Messaging Features in SoundBite Engage™

In addition to the Dialog Engine and the Agent Text Portal, SoundBite Engage supports many other important text message features which made SoundBite's original text messaging solutions so popular.

- Standard-rate text message and Free-to-End-User (FTEU) text message
- One-way alerts or sophisticated, interactive automated dialog
- Native message pacing and time zone controls
- Support for shared and dedicated short codes on all of the major US carriers
- Flexible web-based interface allows you to change specifications in your account such as message content, frequency of messages, delivery window, time zones, and other rules
- Mobile phone number verification
- Robust reporting

Benefits to You and Consumers

Text messaging provides consumers with more choices in how they can contact you. By leveraging the text messaging channel you will reduce your telephony costs, result in fewer dropped calls due to hold times, and reduce the agent time – and associated cost – required to support customers.

What's more, text messaging is the preferred communications channel among millions of consumers. Extending this channel to your contact center will delight your customers and allow them to privately communicate with your brand without waiting on hold or repeating information to your customer support agents.

About SoundBite Communications

As a leading provider of on-demand, multi-channel Proactive Customer Communications solutions, SoundBite transforms the way organizations communicate throughout their customer lifecycle to build trusted, lifelong, and profitable relationships. Visit SoundBite.com for more information.



Mobile Solutions

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