



## ➔ Consumer Communication Preference Management Readiness Assessment

Today, many organizations find themselves in a hyper-competitive environment – one where the battle to establish and maintain customer relationships has become more strategic than ever. How an organization chooses to communicate with its customers and prospects becomes even more critical, especially since consumers have become more inclined to avoid or ignore many of the messages they are sent.

As a result of this, companies should consider developing a preference management program that enables consumers to indicate what type of messages they wish to receive, along with when and how they receive them. When consumers are in control, they are more receptive to these messages and have a higher likelihood of responding to them or taking the desired action. The benefits of a comprehensive preference management program include:

- Higher response rates
- Stronger customer relationships
- Improved customer experience
- Compliance with legal requirements
- ...all of which result in higher revenue and profitability.

### **Communications Preference Readiness Assessment**

Based upon 150 in-depth interviews with large business-to-consumer organizations across various industries, SoundBite teamed with Forrester Consulting to develop the “Customer Communication Preference Management Maturity Model.” By utilizing a detailed questionnaire and scorecard, this model has established three key stages of customer preference management, along with the criteria for separating the leaders from the strivers and laggards. As part of this assessment, SoundBite will determine which category an organization falls into. We will also provide a customized set of recommendations and programs to help organizations develop and implement a comprehensive preference management program, as well as optimize the results of existing programs.

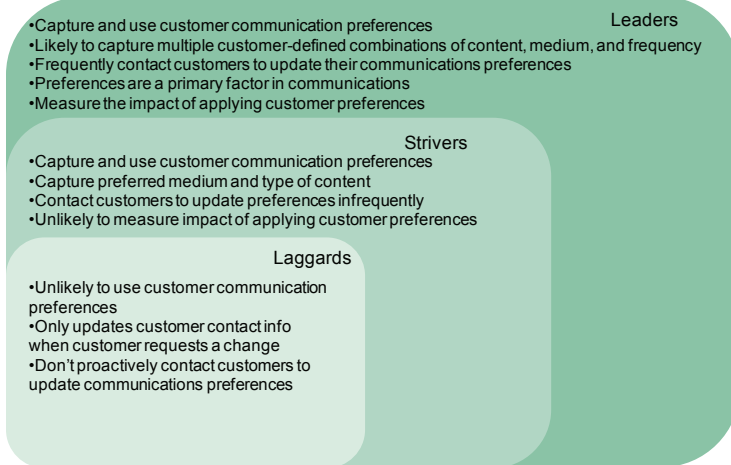
To meet the diverse needs of organizations, SoundBite has created two Consumer Preference Readiness Assessment options:

- 1. Departmental Assessment**—this offering provides single departments (e.g. Marketing, Loyalty, Customer Care) with an assessment of its consumer communications preference management practices and recommendations on how it can evolve to achieve stronger business results. SoundBite’s preference management consultants will interview up to three of the organization’s designated personnel to enable the assessment.

**2. Corporate-Wide Assessment** — this offering provides an organization with a complete view — one that spans multiple departments and business units — of its consumer communications preference management practices. SoundBite’s preference management consultants will interview up to 10 of the organization’s designated personnel to enable the assessment.

**3. Recommendations** — The final section will outline details on a recommended strategy consisting of a set of actions and specific programs that can be implemented to help an organization achieve its business goals.

## Customer Preference Management Maturity Model



Source: Forrester Consulting

## Program Deliverables

Companies that participate in this assessment will receive a report with the following three components:

- 1. Response Summary** — the first section of this report will provide the organization with a composite view of the responses provided during the interviews.
- 2. Readiness Score** — the second section will provide the Consumer Communications Preference Management Readiness “score”, along with a placement of where the organization falls on the Forrester-SoundBite Customer Communication Preference Management Maturity Model. This score will indicate whether the company is categorized as a leader, a striver or a laggard.

## Getting Started

To gain insight into your organization’s consumer communications preference readiness and to start taking the steps toward implementing an effective preference management program, contact your SoundBite sales rep or call us at 877-SoundBite.

SoundBite will work with you to understand your goals and determine which assessment offering best meets your needs. Based on the availability of your key personnel and our preference management consultants, most evaluations can commence with 2-3 weeks. Reports will be delivered within 7-10 business days following the completion of the evaluation.

## 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.