



➔ SoundBite Voice Messaging

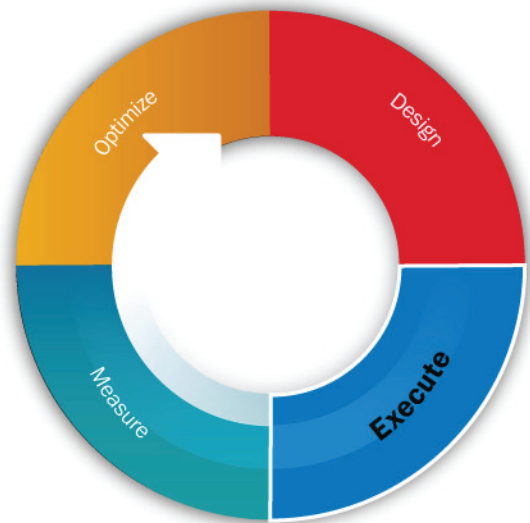
The SoundBite Engage™ Platform allows organizations to seamlessly communicate with their customers across multiple communication channels and mobile devices. Our industry-leading automated voice messaging can be used as part of a multi-channel Proactive Customer Communications strategy or as a stand-alone communications channel.

Organizations rely on SoundBite voice messaging to proactively communicate with their customers through all stages of the customer lifecycle. SoundBite voice messaging provides organizations with a wide variety of customer self-service and agent assisted proactive customer communication solutions.

SoundBite Voice Messaging Options

SoundBite voice messaging delivers relevant and personalized communications to large volumes of customers around the world. Depending on your business objectives, these high quality messages can reduce inbound call volumes, increase customer self-service, or when warranted, connect customers to customer service representatives in your contact center. Our flexible, on-demand solution offers a variety of options to accommodate your evolving business needs:

- **Proactive Notifications:** One-way alerts are an effective way to reach your customers with time-sensitive and personally relevant information. Professionally scripted messages influence customer behavior, driving traffic to your storefront, website, or other self-service channel.
- **Interactive Dialog:** Fully-automated customer interactions provide a consistent, branded customer experience. Our flexible scripting and reporting allows you to capture valuable customer insights in a cost-effective manner.
- **Direct Connect:** For occasions that require a live agent, SoundBite can route the right party and their important account information directly to appropriate customer service representatives.
- **Interactive Voice Response (IVR):** SoundBite's inbound IVR complements its proactive voice messaging and provides customers with more self-service options. Callers can be identified based on a phone number or a reference ID, allowing for personalized messages on callback, as well as right party identification.



Create a Personal Dialog with Your Customers

SoundBite combines personalization and interactive scripting options to deliver the most meaningful and productive voice messages to your customers. Personalize each voice message with your customer's name, address or other unique information using text-to-speech (TTS) technology available in a variety of languages, dialects, and male and female voices. Choose from a wide array of professional voice talent to match your brand and the tone of your message.

➤ **Benefits of Voice Messaging**

- ◆ Improve your response rates using voice messaging as a substitute for, or a supplement to, your traditional customer contact methods
- ◆ Cost-effectively increase revenue, enhance customer service and retention, and secure payments in a more timely fashion
- ◆ Reduce inbound calls to your contact center by proactively communicating with customers
- ◆ Increase agent productivity by automating routine tasks, freeing agents to spend time talking to valued customers

Increase Right Party Contacts

SoundBite's voice messaging provides an automated, interactive verification process to confirm the intended recipient is reached. SoundBite can automate the entire customer interaction or connect the right party to a customer service representative, increasing agent productivity and saving you money. For those customers not available, SoundBite's industry leading answering machine detection ensures that your party receives a clear and complete message every time.

Expand Customer Reach

SoundBite ensures maximum reach by simplifying when to call, who to call, and permissible calling windows built directly into your contact strategy. We automatically manage your calling campaign based on enterprise and regulatory compliance rules, individual opt-outs, and wireless phone numbers. With SoundBite's Local Connect we can reach more of your customers by presenting them with familiar caller identification numbers allowing them to instantly recognize an important call. And we continue to expand our call distribution network by building relationships with multiple telecommunications carriers.

Maximize Contact Center Productivity

SoundBite provides robust campaign management tools that contact centers can leverage to maximize agent utilization and contact center productivity. Contact center managers can create personalized views using SoundBite's customizable management console to display real-time contact center activity and drive immediate improvement. The easy-to-use console streamlines advanced tools such as skill group administration, call pacing, and campaign management.

SoundBite's expanded suite of flexible campaign pacing models allow contact center managers to properly allocate agent resources, reduce hold times, and customer hang-ups. In addition, SoundBite provides a CTI Connect solution including pre-built software plug-ins to integrate with an organization's existing contact center infrastructure. SoundBite CTI Connect empowers agents and shortens call times using warm transfers, intelligent call routing, dynamic call pacing, and screen pops.

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.