

SoundBite Completes Computer Telephony Integration for Top Issuing Bank

Bank improves collections performance and customer experience by reducing customer hold times by 94 percent and call abandon rates by 83 percent

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BEDFORD, Mass., March 3, 2010 — SoundBite Communications, Inc. (NASDAQ: SDBT), a leading provider of on-demand, multi-channel Proactive Customer Communications, announced today that it has added [Computer Telephony Integration](#) (CTI) functionality for a top issuing bank by integrating the bank's [Genesys contact center](#) infrastructure with [SoundBite's Engage Platform](#). As a result, the bank has reduced customer hold times to three seconds and caller abandon rates by 83 percent, and is now able to effectively manage call volumes across multiple contact centers.

The bank relies on SoundBite automated voice messaging to proactively contact customers who are past due on their credit card accounts. After SoundBite confirms it has reached the right party, the customer is given the option to make an automated payment through the bank's self-service channel or speak to an agent to complete the transaction. The bank turned to SoundBite for a solution flexible enough to accommodate call fluctuations across multiple contact centers while also delivering a consistent customer experience.

Before the integration, the bank found that customers who opted to speak with an agent were left waiting on hold for an extended period of time and as a result, nearly one-third of these customers would hang up without ever speaking to an agent. The bank attributed the poor customer experience to telephony inefficiencies due to managing multiple contact centers and SoundBite's lack of visibility into available resources at each contact center at the time of the call. As a result, those customers who stayed on the line to speak to an agent experienced a long pause while the account information was sent to the agent.

CTI Connect Improves Collections Performance and Contact Center Efficiencies

Using SoundBite Connect, a CTI module that leverages SoundBite's fully-documented [Web Services API](#), the bank integrated its Genesys platform and calling strategies with SoundBite Engage, its on-demand multi-channel communications platform. Each contact center now has access to SoundBite CTI functionality including intelligent call routing, agent screen pop support of customer data, and dynamic call pacing which has resulted in the following improvements:

- **Reduction in hold times by 94% and call abandon rates by 83%:** Today, SoundBite provides real-time insight into agent availability and customer hold times. Using this information it automatically adjusts the call pacing with the available agent resources and intelligently routes calls to another contact center location with greater capacity, if needed.
- **Increase in right party conversations:** With fewer customers hanging up while on hold, the bank has reduced the number of call attempts per customer. This allows the bank to call more customers and increases the potential number of right party conversations.
- **Increase in contact center efficiency:** Today, agents simultaneously receive a screen pop with the relevant customer information when the call is transferred. This provides agents with immediate access to the data required to work out a payment plan with the customer. And,

with a 94% reduction in hold time, the bank has reduced its telephony expenses and provided a positive customer experience.

“Quality customer service is becoming increasingly complex and expensive for large global businesses that need to support geographically-dispersed customers across multiple contact centers,” said Tim Segall, Chief Technology Officer at SoundBite. “Using our fully-documented Web Services API clients can access CTI functionality to more effectively utilize their contact center resources and improve customer satisfaction levels.”

About SoundBite Communications

SoundBite Communications is a leading provider of on-demand, multi-channel proactive customer communications solutions designed to transform the way organizations communicate throughout the customer lifecycle to build trusted, lifelong and profitable relationships. Clients can leverage SoundBite’s proactive customer communications offering and expertise in designing, executing and optimizing communications strategies to engage in relevant customer interactions that deliver long-term business value. Visit [SoundBite.com](https://www.SoundBite.com) for more information.