

Proactive Customer Communications Reduces Costs for Incoming Calls According to Independent Research Firm

SoundBite Makes Complimentary Copy of Report Available via www.SoundBite.com

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BEDFORD, Mass., March 11, 2009 – [SoundBite Communications, Inc.](http://www.SoundBite.com) (NASDAQ: SDBT) today announced that it has been included in a February 2009 report from Forrester Research, Inc., titled “Proactive Outbound Notification Saves Money.” Written by Vice President and Principle Analyst Elizabeth Herrell, the report discusses how the Proactive Customer Communications market is evolving to address new channels of communication and consumer communication preferences. The independent research report highlights the benefits of an interactive multi-channel communications strategy to more effectively and efficiently reach consumers with timely and relevant information. A [complimentary copy of the full report](http://www.soundbite.com/proactive-notification-wp2009) is available for download at <http://www.soundbite.com/proactive-notification-wp2009>.

[In this report](#), Herrell discusses how proactive customer communications reduce costs for incoming calls by sending outbound messages of interest to customers to the device of their choice. Customer service managers find that interactive proactive communications improve customer satisfaction and add value with personalized messages to individual recipients. While these services are typically applied to collections and emergency notifications services, newer customer support and sales and marketing notifications offer greater potential for differentiating services and engaging customers. Anticipating customers’ needs before they have to make a call not only saves money in handling customer calls but also creates interest in special marketing offers and services that your customers find valuable.

“Proactive customer communications is evolving to address how consumers communicate today—primarily via mobile devices. SoundBite has been at the forefront of this evolution and brought to market an integrated, multi-channel platform to address individual communication preferences,” said Mark Friedman, chief marketing officer for SoundBite Communications. “This Forrester report provides objective information on proactive customer communications. It is an excellent resource for any organization that values their customer relationships and would like to evaluate whether their existing communications strategy can support individual consumer communications preferences.”

About SoundBite Communications, Inc.

SoundBite Communications provides on-demand, integrated multi-channel communications solutions that enable clients to achieve superior business results. Building on its foundation as a leading provider of automated voice messaging services, SoundBite offers integrated voice, text and email messaging solutions that help clients deliver the right message, to the right customer, using the right channel, at the right time. Organizations in industries such as collections, financial services, retail, telecom and media, and utilities rely on the SoundBite Intelligent Communications Platform to send over a billion messages annually for collections, customer care, and sales and marketing applications. For more information, visit <http://www.SoundBite.com>.

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