



**FOR IMMEDIATE RELEASE**

**SoundBite Communications and COLLOQUY Outline  
Three Cornerstones for Preference-Based Loyalty Program Communications**

*New Whitepaper Helps Loyalty Marketers Maximize  
Program Reach and ROI by Overcoming Communications Clutter*

**BEDFORD, Mass., May 10, 2011** — SoundBite Communications, Inc. (NASDAQ: SDBT), a leading provider of cloud-based proactive customer communications solutions, today released a new whitepaper, “*Signal-to-Noise Ratio: Building Multi-Dimensional Relevance in an Age of Communication Clutter*”. Co-authored with COLLOQUY, the whitepaper highlights three cornerstones for consumer-facing businesses looking to break through the noise in a highly saturated loyalty program market by maximizing program reach with timely, relevant communications.

According to the 2011 COLLOQUY Loyalty Census, loyalty program memberships are on the rise, surpassing more than 2 billion in the U.S., and averaging 18 programs per household. Yet ineffective communications often leave consumers feeling overburdened by too many irrelevant messages, and relevant ones are often delivered through the wrong channels and at the wrong time. Increased mobile and social media usage is broadening how consumers prefer to receive information, outdating traditional postal mail-based communications. Businesses are slow to adapt – resulting in more than \$16 billion worth of unclaimed or expired rewards, points and coupons.

This whitepaper shares best practices to get businesses back on track, with actionable content about how to transform loyalty programs into profitable revenue-generators, by aligning customer preferences with expanded communications channels such as mobile phone calls, text messaging and email. The paper outlines three cornerstones for understanding consumers’ preferences for loyalty program communications and how to use that critical information to design value-driven dialogue:

- **Cornerstone #1: Establish a range of pertinent preferences** — Marketers need to acquire customer profiles, preferences and behavior by employing the journalistic 5’Ws strategy: who, what, where, when and why
- **Cornerstone #2: Make all communications interactive** — Treat customer conversations as a two-way street, engaging in new ways that elicit more feedback and drive action
- **Cornerstone #3: Continue to learn and adapt based on new information** — Every interaction is an opportunity for marketers to gather more information about consumers’ preferences and the types of incentives that keep them spending.

“Consumers have shown that they want to participate in loyalty programs, but membership rates are not translating into consumer spend,” said Mark Friedman, chief marketing officer of SoundBite Communications. “Success is dictated by how well you relate to your customers and tailor your messages to their needs. This whitepaper provides the foundation to do just that — winning back the sales by standing tall over the competition.”

### **Loyalty Whitepaper Available Today**

A complimentary copy of the [whitepaper](#) is available for download at [www.SoundBite.com](http://www.SoundBite.com). Hard copies of the paper will be available to attendees at the [Global Retail Marketing Association Leadership Forum \(GRMA\)](#) being held May 12-14, 2011 where SoundBite will be a sponsor. The paper will also be available to attendees of the [Customer Relationship Management Conference \(CRMC\)](#) being held June 8-10, 2011 where SoundBite will sponsor, exhibit and host a roundtable session.

### **About SoundBite Communications**

SoundBite Communications is a leading provider of cloud-based, 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](http://SoundBite.com) for more information.

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