



FOR IMMEDIATE RELEASE

## SoundBite Communications and CMC Streamline Collections Process

### *CMC FlexCollect, Powered by SoundBite, Provides Innovative Self-Service Collections Strategies that Boost Contact and Collection Rates while Reducing Costs*

**Bedford, Mass.—October 5, 2010—** SoundBite Communications, Inc. (NASDAQ: SDBT), a leading provider of on-demand, multi-channel [proactive customer communications](#), and Collections Marketing Center, Inc. (CMC), a leading provider of comprehensive self-service collections strategies, are streamlining the collections process for lenders, billers and collections agencies by providing innovative self-service and interactive communications strategies. The combination of the SoundBite Engage™ platform and CMC FlexCollect® gives mutual clients the ability to increase contact and collection rates, while lowering costs using interactive, multi-channel communications strategies and personalized offers.

The integration of SoundBite's proactive customer communications functionality gives CMC users greater flexibility in developing and deploying collections strategies, and furthers CMC's mission to provide a comprehensive suite of adaptive collections services to its clients. By incorporating SoundBite capabilities natively, CMC FlexCollect, allows clients to adopt a self-service approach to collections that:

- Makes it easy to develop, deploy, measure and optimize collections strategies without requiring IT support;
- Intelligently adapts the communications channel, offer and treatment strategies based on individual debtor attributes and observed behavior; and
- Reduces up-front expense through a software-as-a-service approach.

Additionally, SoundBite's new [Hosted Predictive Dialing](#) capabilities allow CMC clients to apply the optimal blend of agent and self-service approaches to their collections strategies and maximize the number of agent-to-customer conversations while controlling costs and minimizing capacity concerns.

"Creditors in all industries are looking to increase collections without increasing cost," said Vytas Kisielius, CEO, CMC. "SoundBite's Engage platform is a perfect complement to FlexCollect, and the integrated solution leads the market when it comes to developing intelligent, individually-tailored contact, offer and treatment strategies that improve collections results."

"CMC really understands the power of interactive, multichannel communications as part of an effective collections strategy," said Matt Edmunds, Vice President of Financial Services and Collections, SoundBite Communications. "Our partnership with CMC enhances each of our solutions for collections business clients, allowing them to increase collections yield at a lower cost."

SoundBite Vice President of Financial Services and Collections Matt Edmunds, CMC CEO Vytas Kisielius and LexisNexis Vice President Robert Vance Fite will discuss strategies for automated collections at the upcoming Financial Services Collections and Credit Risk Conference in Las Vegas, NV, on Monday, October 25<sup>th</sup>, 12:30-1:30 p.m. For more information about the event, please visit <http://www.soundbite.com/about-us/news-events/industry-events/2010/fsc>.

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## **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 <http://www.SoundBite.com> for more information.

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