



CSG ENHANCED SALES EDITION

NEW FEATURES THAT MAKE
ORDER AND OFFER MANAGEMENT
EASY AND EFFECTIVE



COMPREHENSIVE AND AGILE ORDER AND OFFER MANAGEMENT

In today's dynamic marketplace, offering the right package to the right customer can dramatically influence a Communication Service Provider's (CSP's) bottom line. And it can also make a significant impact on the quality of the customers' experience.

With so many complex offers and an increasing number of lines of business, CSPs must focus on finding innovative ways to automate and streamline offer and order management.

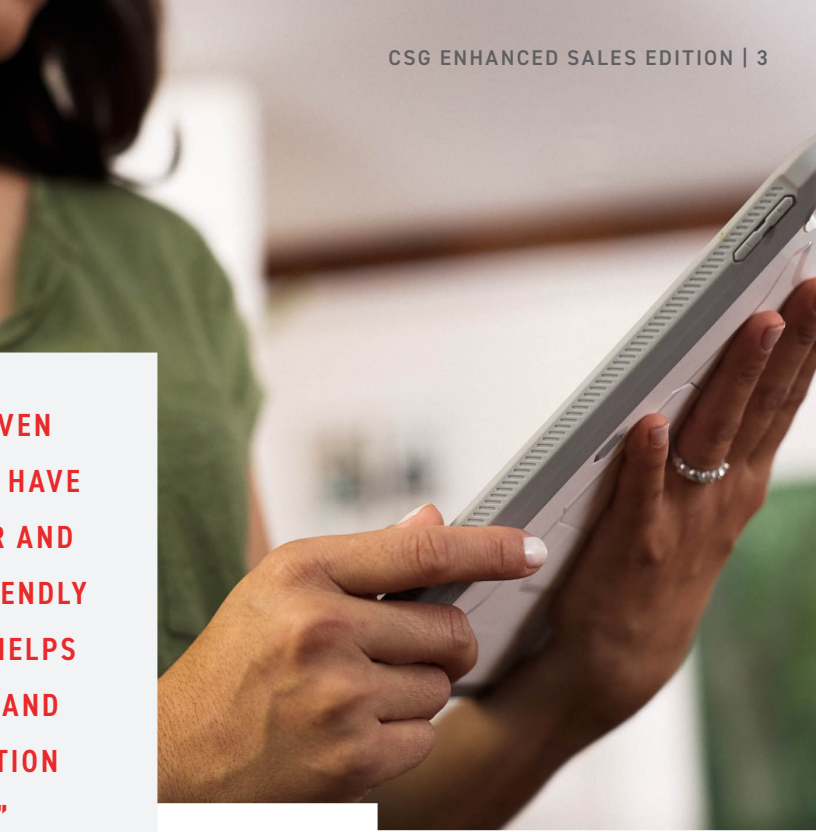
The CSG Enhanced Sales Edition gives CSPs the ability to more easily and effectively define and sell offers and products to their customers. These robust features also create more transparency in the business, creating a more unified and cohesive way of managing and defining service packages so that every department—from call center staff to marketing to billing—views these packages similarly.

With the CSG Enhanced Sales Edition, CSPs have the flexibility to add enhanced, automated order and offer management functionality gradually without the need for an account migration.

SUPPORT YOUR CUSTOMERS AND YOUR BUSINESS WITH ROBUST ORDER AND OFFER MANAGEMENT

With so many available offers to market to customers, it's not an easy task to ensure that all aspects of order and offer management are unified behind-the-scenes. CSG Enhanced Sales Edition provides the features necessary for you to deploy a comprehensive portfolio of new functionality that supports your business in the following ways:

- **Takes the Guesswork out of Offer Management:** With CSG's solution, call center staff have an easy to use interactive sales wizards that automatically guide decisions within an offer and present prioritized offers to that customer. This results in accurate, automated population of the data necessary to fulfill an order.
- **Fully Integrated with Billing:** CSG's enhanced order and offer management functionality is readily available within your existing CSG billing infrastructure, making it easier and more cost-effective to support your business goals.



“WITH A MYRIAD OF OFFERS AVAILABLE AT ANY GIVEN TIME, COMMUNICATION SERVICE PROVIDERS MUST HAVE FLEXIBLE, AUTOMATED TOOLS TO MAKE THE ORDER AND OFFER MANAGEMENT PROCESS EFFECTIVE AND FRIENDLY FOR CUSTOMERS. CSG ENHANCED SALES EDITION HELPS YOU MORE EFFECTIVELY AND EFFICIENTLY CREATE AND MANAGE OFFERS, RESULTING IN HIGHER SATISFACTION AND MORE AGILITY IN LAUNCHING NEW SERVICES.”

- **Fully Integrated with DSX and Precision eCare.** CSG has taken the steps to ensure that all facets of the offer and order management process are taken into account within other CSG sales channels. With our pre-integration of Enhanced Sales Edition to CSG Direct Sales Express and precision eCare, you can roll out the same offer to all sales channels, or choose to roll out an offer to a specific sales channel, easily and effectively.
- **Better manage promotions.** Tiered pricing? Complex bundles? No problem. With CSG Enhanced Sales Edition, you can build multiple price points for a single rate code to accommodate all of your pricing and tiered plans and packages.
- **Enhanced Statement Controls.** Statements can now reflect a bundled package for a customer, reducing confusion and the likelihood of a negative customer experience. Use CSG’s new features to print promotional/savings messages for price plans directly on the statement to create an effective communications channel to your customers.

CONTACT YOUR CSG ACCOUNT MANAGER TODAY— AND DEPLOY ROBUST ORDER AND OFFER MANAGEMENT CAPABILITIES TOMORROW

CSG Enhanced Sales Edition gives CSPs the ability to more easily and effectively define and sell offers and products to their customers.

These robust features also create more transparency in the business, creating a more unified and cohesive way of managing and defining service packages so that every department—from call center staff to marketing to billing—views these packages similarly.

We know how important it is to leverage your existing technology investment to do more—build better customer relationships, lower costs and streamline communications across your business.

For more information about Enhanced Sales Edition and our capabilities, contact us via email at sales@csgi.com or visit our website at www.csgi.com.