5 WAYS HOSTED CONTACT CENTER INFRASTRUCTURE IMPROVES CUSTOMER SERVICE

CSg

TOGETHER, YOU WIN.

A WHITE PAPER

MOVING TO THE CLOUD MEANS NEVER HAVING TO SAY YOU'RE SORRY

What business are you in? Are you in the business of running a contact center, or are you in the business of running your business? And if it's the latter, why are you spending your time and resources on running a contact center?

Until the hosted contact center came along, businesses were stuck between a rock and a hard place: offshoring your contact center meant you saved on labor, but that came at the potential cost of a good customer experience — something that's been played out time and again in newspapers and blogs, via social media channels and in stand-up routines.

It also stuck you with the task of explaining to your leadership team why, every 3-5 years, you're paying for new hardware, new software licenses and a robust IT team to monitor equipment instead of improving your customer experience. And so you found yourself in the business of being a contact center, which, let's face it, may not have been your business's core competency.

But what's a business to do? Before Cloud technology came to maturity, a premise-based contact center infrastructure was the only solution. Whether you needed to customize your system to meet the needs of the business, ensure tight security over your customer data or ramp up your staffing levels to meet market demand, the on-premise contact center was your only option. Usually that meant investing for the staff, infrastructure, and overhead to support peak times (holidays, annual fund-raising, elections, natural disasters, etc.) — then eating the costs during your low periods.

At the same time, you're apologizing to customers: for having to tell their stories to two, three, or more support agents; for not being able to quickly get a chat going with an agent; for lousy hold times and antiquated automated systems that alienate your customers instead of empowering them and making them glad to do business with you. All the while, hoping you don't become the object lesson splashed around the Internet via Twitter, YouTube, or Facebook due to a bad customer experience.

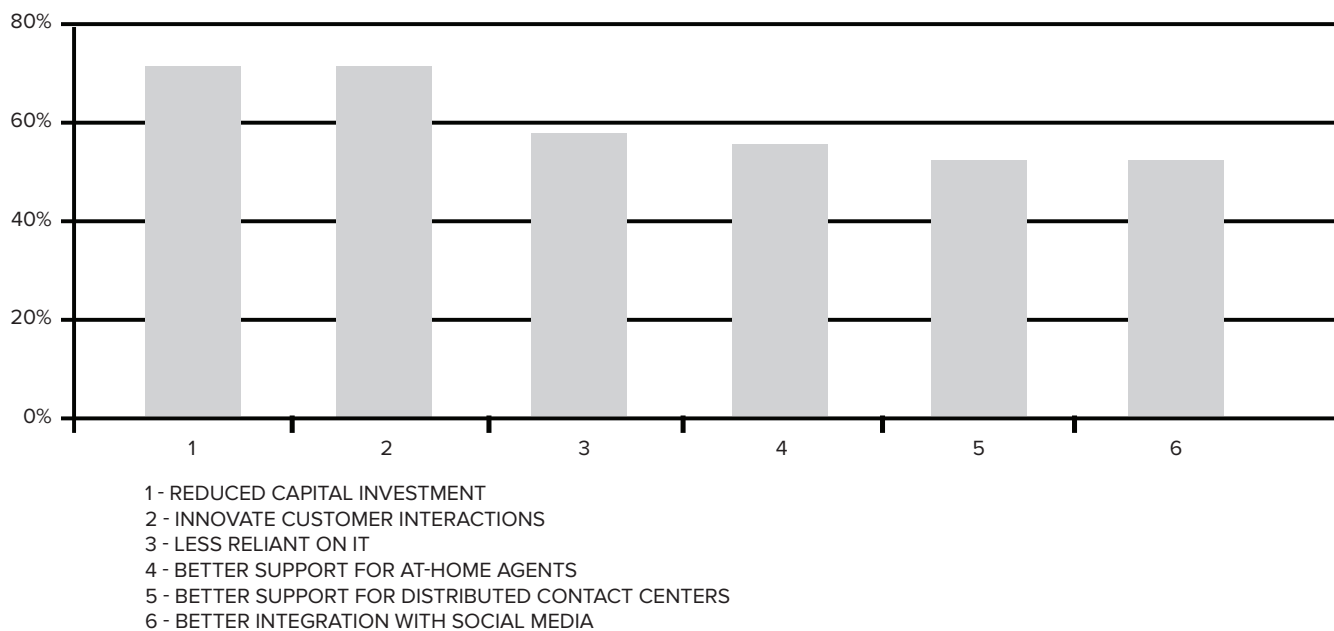The hosted, Cloud-based contact center can change all that.

With more service providers now hosting the technology platform and provisioning contact center infrastructures for their clients as a hosted service, the hosted contact center delivers on the promises made by the Cloud: to lower TCO, eliminate costly

hardware investments, accelerate time to market (and the time it takes to see business value), ensure ease of management and provisioning, enable remote workers, and security of your customer data.

As Cloud technology has eased into maturity, it's become clear that hosted contact centers are the way forward for businesses interested in reducing capital expenditure and differentiating themselves in terms of excellent customer service. In fact, according to a Ventana Research paper ("The Contact Center in the Cloud," 2011), those two factors tied for first among the key benefits cited by organizations considering a hosted contact center.

EXPECTED BENEFITS FROM CLOUD-BASED CONTACT CENTER

1 - REDUCED CAPITAL INVESTMENT
2 - INNOVATE CUSTOMER INTERACTIONS
3 - LESS RELIANT ON IT
4 - BETTER SUPPORT FOR AT-HOME AGENTS
5 - BETTER SUPPORT FOR DISTRIBUTED CONTACT CENTERS
6 - BETTER INTEGRATION WITH SOCIAL MEDIA

The Contact Center in the Cloud Ventana Research 2011

Benefits extend beyond simple cost savings. Instead of having to maintain multiple instances of on-premise infrastructures within brick-and-mortar centers, you can leverage home-based agents on the same unified platform as your agents in your physical locations, allowing you to recruit people who might not otherwise be in your pool of applicants — and who might just be better agents. You can give your customers more channels to reach you than they might currently have — including video, web chat sessions, and even SMS/text messaging.

If you get the right vendor, you won't have to worry about integrating the platform with your existing systems — get a vendor who will listen to you the way you listen to your customers, and the transition will be seamless for your agents. You'll also be able to adjust your configuration to adapt to market fluctuations quickly and painlessly.

Best of all, you can stop paying to update your hardware every few years, and let someone else take over updating your software. Instead, you can spend your resources on finding and training the best agents possible.

What does all that do for you? It makes your customers happy. And that means never having to say you're sorry.

THE PROBLEM

With any luck, you don't have to apologize to your customers, your leadership team, or your shareholders — but chances are you sometimes feel like you should, when it comes to your on-premise contact center.

Your challenges are legion: there are the associated costs of running a contact center (recurring hardware and software updates, IT, training, etc.), the need to maintain tight security on customer data, the challenges of managing multiple vendors in a heterogeneous environment, the difficulty of maintaining optimal staffing levels, and perhaps worst of all, the potential for frustration among your customers.

YOU'RE PAYING TOO MUCH

This isn't news to anyone. After all, the contact center has traditionally been a cost center. Chances are your budget has been increasingly burdened in recent years by both the capital investments required to keep up your hardware and the overhead of maintaining physical locations.

Adapting to the ever-tightening regulations means regular software updates, not to mention having your contact center staff spend time learning new software rather than training on customer service, a primary driver of satisfaction in this age of immediate gratification — and immediate Twitter dust-ups when immediate gratification fails.

Let's not forget the costs of maintaining an IT staff big enough and well trained enough to handle upkeep. The Do Not Call regulations in the United States change every year, and if you do business in other countries, that's another layer of complexity that you need to keep up with. Legacy dialers can be cost-prohibitive for your company — and existing systems don't necessarily integrate well with the new technology that keeps you up to date with the laws and regulations in your market.

THE HOSTED CONTACT CENTER DELIVERS ON THE PROMISES OF THE CLOUD:
- LOWER TCO
- ELIMINATE COSTLY HARDWARE INVESTMENTS
- ACCELERATE SPEED TO MARKET
- EASE OF MANAGEMENT AND PROVISIONING
- ENABLE REMOTE WORKERS
- SECURITY OF CUSTOMER DATA

If your company sees seasonal peaks in its contact center activity, you're paying for staff, equipment, and office space you don't need when you're not in your peak season(s). Why pay for it if you're not using it? Those resources could go into customer service training for your agents, developing improved scripts, or creating innovative new ways to thrill your customers.

The opportunity cost can be sizable, too. Let's say one of your products gets some unexpected media attention and there's a spike in demand. Can a brick-and-mortar contact center ramp up quickly enough to maximize this unexpected revenue opportunity while the sun shines? Maybe, maybe not. How quickly can you staff up, get new scripts written, and add more licenses to your on-premise infrastructure if you're forced to burst beyond your current levels? Do you have enough additional IT staff to monitor the extra equipment you'll need to pull it off? And what happens when your spike ends? Do you keep the extra staff on for the next spike?

Let's put it this way: when your leadership team meets, which would you rather do? Explain to a riveted audience how you capitalized on an opportunity for market acceleration, or slink past the boardroom door and try not to make eye contact?

YOUR DATA ISN'T PARTICULARLY SECURE

And what about security? You're responsible for maintaining tight control over your data so that your customers' information is as secure as possible. Your IT staff may already be stretched — how expert are they at the changing face of online security?

If you have in-house IT, they're likely generalists rather than security specialists. Are they as up-to-date as they could be when it comes to maintaining your data's security? Are they as up-to-date as the criminals who spend their days figuring out how to hack into systems?

Or are you going to be the next in a long line of companies to be featured above the fold on The Wall Street Journal because your customers' credit cards have just been hacked? How are you going to apologize for that?

The fact is, if you're not completely satisfied with your platform, you're not alone. Research shows that most organizations only show 49 percent satisfaction rates with their contact center technologies.[†] There's a lot of room for improvement, particularly when it comes to privacy and security.

YOU HAVE TO MANAGE MULTIPLE VENDORS

The other business you're in? Vendor management. Whether you've grown by acquisition, developed solutions as regulations and business needs evolved, or simply made good use of the third-party software solutions out there, it's likely you have more than your share of vendors and third-party applications to manage.

When you factor that in with your costs and security concerns, you've got a perfect storm of management headaches. If you're like most companies, your contact center platform has evolved over the years — leaving you with multiple legacy solutions, many of which you may be required to maintain, in order to remain compliant with the laws and regulations of the country (or countries) in which you do business.

THE HOSTED CONTACT CENTER MEANS YOUR SECURITY WORRIES ARE HANDLED BY SECURITY PROFESSIONALS INSTEAD OF OVERBURDENED IN-HOUSE IT GENERALISTS.

Some vendors claim they can fix all that. And they can, but they'd like to do it their way: with the greenfield solution, the soup-to-nuts platform that handles every one of your needs today, but means overhauling your system, decommissioning systems that you've invested in, and putting your workforce through the turmoil of learning a brand new system. That's selling you the entire car when all you need is a new transmission.

The answer may well be to integrate those disparate solutions into one unified system, but your IT team is likely stretched as it is — and it can be tough to fund an infrastructure consolidation and centralization project, let alone architect and implement it.

It can be even tougher to find a vendor who will consider your unique ecosystem — not just the contact center itself, but the flow of calls, whether your agents transfer calls to those outside the contact center, and the need for judicious planning for the future — a roadmap for your unique environment.

When it comes right down to it, it's fairly simple to find a vendor with a discrete third-party solution to today's problem(s). But when it comes time to manage it all, who's going to apologize to your IT team for making a complex system more complex than it needs to be?

YOUR RECRUITING POOL IS LIMITED

It's tough to keep a good workforce, and it's tough to keep staffing levels where they need to be, whether you have seasonal peaks in your business or not. Having to hire people from around the physical location of your contact center is a longstanding limitation: you're restricted to hiring only those candidates who can travel to your premises.

It's a good news/bad news situation. The good news is that there's an untapped pool of labor out there among the people who, for whatever reason, need to work from home — stay-at-home moms and the disabled, for

example — who might be able to serve your customers better than your existing staff. The bad news is that, because of the way contact centers have traditionally been provisioned and managed, you haven't been able to easily (or securely) take advantage of that — until now.

After all, the traditional contact center doesn't handle a hurricane (or other natural disasters) very well. When bad weather hits and your agents can't make it to the premises, what suffers? Business continuity. If you're lucky, you can switch calls to another physical location. On the other hand, you may not have the staff in place to do that. Unless you have access to a hosted environment, your agents can't work from home — the security measures aren't in place, and neither is the infrastructure you need to make sure customers are routed appropriately.

YOUR CUSTOMER EXPERIENCE COULD BE BETTER

And now we come to that most egregious of topics: the poor customer experience. Unfortunately, the ways in which your contact center can fail a customer are many: dropping calls, agents with accents that differ significantly from those of your customers (making it difficult for them to understand one another), customers having to repeat their story to multiple agents (or automated systems), or because the infrastructure simply doesn't allow one agent to stick with that customer throughout the life of the call.

**THE CONTACT CENTER IN THE CLOUD
- VENTANA RESEARCH 2011**

63 PERCENT OF ORGANIZATIONS ARE CONSIDERING MOVING THEIR CONTACT CENTER OPERATIONS TO THE CLOUD.

You think forgetting your anniversary gets you in hot water? Try failing a customer. That right there is a lot of apologizing — that is, if they don't head straight to the nearest competitor.

And then try telling your executive management why a poorly managed customer interaction ended up on Twitter, YouTube, Facebook, or Reddit. There's a reason why only 8 percent of organizations are now considering outsourcing their contact center operations overseas.[†]

There's also the question of how your customers want to reach you. Do they want to use the phone, or would they prefer to fire off a quick email or text message? Would they prefer a web chat session? Do they simply need to fax a form? Or do your agents need to use video or monitor-sharing to help walk them through their problem in detail?

Do you have the capability to offer them the experience they want? Do your competitors? They might: 63 percent of organizations are considering moving their contact center operations to the Cloud.[†]

It would be one thing if these were just isolated incidents, but the traditional on-premise contact center brings some challenges with it that make it difficult to do things like offering multimedia channels to customers, or storing all the records of a customer's dealings with your company in one place, or switching between an agent and the IVR. In all likelihood, you have had a customer or two experience a problem with your own system.

You're up against some pretty big challenges. But if you're willing to move at least some of your contact center operations to the Cloud, those dark days may be a thing of the past.

THE SOLUTION: THE HOSTED CONTACT CENTER

Increasingly, industry trends, as well as analyst opinions support moving your contact center infrastructure to the Cloud and enlisting a technology partner to provision and manage it for you. Maturing Cloud technology means you can flexibly customize integration with your CRM system and other legacy systems, and finding a partner who specializes in contact center solutions means your customer data will be in the hands of security experts.

Moving to the Cloud finally means never having to say you're sorry: not to customers for a sub-par experience, not to the business for overtaxing resources that are in short supply, and not to the board and shareholders for a lack of organizational agility or capital expenditures on hardware that's rapidly obsolescing.

In a nutshell, if you move even part of your contact center operations to the Cloud, you free yourself of several headaches at once: updating hardware and software, losing valuable agents to the increasingly popular 'at-home agent' trend, paying for staff, equipment and licenses that you may not need all 12 months of the year, running a large IT team just to make sure the equipment is working as it should be. And what you gain is freedom to run your business. Your business — which, unless you're a contact center provider, isn't running a contact center.

CLOUD-BASED TECHNOLOGY ENSURES BUSINESS CONTINUITY DURING YOUR MOST CHALLENGING TIMES ENABLING YOU TO CONTINUE TO PROVIDE EXCELLENT CUSTOMER SERVICE.

LOWER YOUR COSTS

There's no doubt that moving to the Cloud is compelling for cost reasons. For years, we've heard about the promise of the Cloud — but now, Cloud technology has matured into a solid bet for businesses who want to drive costs down while improving the customer experience. Cloud providers deliver economies of scale by hosting multiple customers on shared platforms, which drives down the cost of the infrastructure.

According to a Ventana Research paper ("The Contact Center in the Cloud," 2011), "The majority of contact center managers have less than 10 percent of their annual operating budget to invest in new technologies, so deploying a Cloud-based system offers the chance to meet growing business demands but stay within these limited budgets."

Moving to the Cloud is no small thing; any such move should be made with a deep understanding of the needs of your business, a careful assessment of your ecosystem, and judicious planning. It helps to have a good partner at your side: a vendor who has the capabilities to both support your business in the short term and prepare it for the long term.

The good news is that moving to the Cloud needn't be an all-or-nothing decision. You can roll out a pilot project to investigate how the Cloud will work for you before making a full-scale investment. Leveraging the expertise of a hosting partner both minimizes your cost and the risk of investing in a new model.

It also allows you to experience the benefits of moving to the Cloud. For example, you:

→ Open opportunities to leverage a distributed, remote-agent workforce

→ Reduce hardware costs because you're not replacing your system hardware every 3-5 years

→ Ramp up quickly during peak periods, and ramp down during lulls so that you're not paying for what you're not using

→ Consolidate vendors, since — with the right vendor — you will be able to integrate your existing systems into the Cloud seamlessly

→ Reduce IT spend, because you don't have to staff up a team to keep the equipment up and running

But don't take our word for it. A 2011 Frost & Sullivan report ("Premise vs. Hosted Contact Center: Total Cost of Ownership Analysis") investigated multiple different configurations — from bare-bones ACD-only shops to full-featured contact center operations with IVR, chat, outbound dialer, quality monitoring — the whole enchilada. They looked at companies from 50-seat operations to 500-seat mega-contact centers.

Their conclusion? "Hosted contact center services delivered significantly lower TCO than comparable premise-based systems."

The report goes on to state that the cost savings increased with the size of the contact center organization — but savings also increased as more of the contact center's operations were delivered as a hosted service.

> **PREMISE VS. HOSTED CONTACT CENTER: TOTAL COST OF OWNERSHIP ANALYSIS - FROST & SULLIVAN 2011**
>
> **HOSTED CONTACT CENTER SERVICES DELIVERED SIGNIFICANTLY LOWER TCO THAN COMPARABLE PREMISE-BASED SYSTEMS...AS THE SIZE OF YOUR CONTACT CENTER ORGANIZATION GROWS, YOU ONLY HAVE GREATER COST SAVINGS TO REALIZE WITH THE HOSTED MODEL.**

"As the size of your contact center organization grows," the report states, "you only have greater cost savings to realize with the hosted model.‡"

PAY AS YOU GO

There's another factor in the cost analysis: seasonality. If you have seasonal peaks in your business, you very likely have bought the hardware, software, and licenses that will see you through your peak periods — and during lulls, you're still paying for them, not to mention the staff you need to get you through those times.

The bad news is that you're paying for something you're not using. So every year, when it's time to forecast your budget, you're in the position of apologizing for using resources that could be better spent elsewhere.

The other bad news is that if you have a spike in calls that overloads your peak capacity, you may not be able to ramp up quickly enough to take full advantage of it.

It's a no-win situation, and until the hosted contact center, there wasn't any way around it.

But hosted contact centers can provide a flexible usage arrangement, so that you only pay for what you use. Make the switch and you find that you've freed yourself from an exclusive dependence on physical locations (increasing your attractiveness as an employer due to flexible work environments), hardware, software, and appropriate staffing levels for your peak times. Instead, you can leverage your vendor's platform and staff, ramping up quickly when you have spikes in inbound traffic and ramping back down just as quickly when you no longer have the same volume of calls coming through.

Having an experienced vendor host your contact center infrastructure means you can leverage the latest technology and offer customers cutting-edge

channels to get their questions answered. Not only that, but forecasting your budgetary needs becomes a lot simpler — and the numbers get smaller, too, which is something your leadership team will appreciate.

You won't have to factor in hardware updates or new license purchases; you won't even have to use your crystal ball to figure out what infrastructure you're going to need to construct in the years to come, because when you move to a hosted platform, that is no longer your problem. Your vendor will be the one to offer you infrastructural flexibility; they're the experts in the field, and they're experienced in making their solutions work for their clients' unique business needs.

Net effect? All of a sudden, you're the rising star who decided to quit paying for hardware and staff that are underused during your less busy seasons. You may have to apologize to your coworkers for taking the coveted corner office — but who wouldn't welcome that problem?

KEEP YOUR DATA SECURE

Perhaps best of all, moving your contact center operations to the Cloud means saying goodbye to many security concerns. When you shift from an in-house IT model to a vendor-based model, you're shifting your expertise from generalists to specialists.

Here's the bottom line: When you work with a vendor who's established in this space, you're working with a vendor who likely has vast experience running an ACD or dialer software. That's where their focus is, and that's where their expertise is. So they can pinpoint security concerns more adeptly than someone whose focus is necessarily broader than that.

One of the hosted contact center's primary benefits is the ease with which it can be integrated with your existing systems. It can even be integrated with systems and data that are not in the Cloud. In fact, your customer data can live behind your firewall without ever being stored in the Cloud. Agents will be able to access it without ever crossing the line of storing it — making for a near worry-free security program. It's up to you to determine how to customize your platform, how much information you want to be stored in the Cloud, and how much you want to keep behind your firewall.

CONSOLIDATE YOUR VENDORS

Moving to the Cloud gets you out of the business of managing vendors — at least related to your legacy premise-based contact center. Integrating your CRM system and other systems with your platform is relatively simple when you go with a hosted solution. Find a vendor who's adept at problem-solving and experienced in the field, and you may find it's easier than you thought to consolidate nearly everything with one vendor.

RECRUIT CUSTOMER-PLEASING AGENTS

When you're freed from having to hire only agents who are required to work in a physical contact center, you can turn your attention to the recruiting, training, and retention of the highest skilled agents possible. Not only can you recruit from a new pool of nontraditional workers, you can recruit them from just about anywhere you like. You're no longer tied to hiring from just the pool of candidates within commuting distance of your physical location. Offering the freedom for your agents to work from home can help you retain your best agents, reducing the amount of time you spend recruiting new candidates and training new agents.

The Cloud-based contact center is a major driver of the increasing trend of hiring home-based agents

— enabled largely by being able to create a secure connection from home, either via land line or voice over IP (VOIP) and deploying a web-based, unified agent interface.

Having the ability to make your workers productive from home means you no longer have to fear the weather. The forecast calls for a snowstorm in the northeast? Your people can log in from home with no loss of connectivity or security, ensuring that your business can continue without missing a beat — or you can have agents from another part of the country take the overflow. Business continuity is easier to ensure when you can reroute calls through a Cloud-based solution, no matter whether you're dealing with a natural disaster, a power outage, equipment failure, or staffing issues like an outbreak of flu. It can also help with offering 24x7 support — because you can route calls seamlessly, you can extend your call coverage across diverse geographies.

Another win for the business is that, having offloaded the software and hardware to your hosting partner, your agents spend less time upgrading and training on new software, and more time with customers. Among organizations who have adopted the hosted contact center approach, 73 percent of them used their savings to give agents better training and coaching to improve customer service.[†] No apology needed here — except possibly to your competition for turning the dream of out-servicing your competitors into a reality.

> **MOVING YOUR CONTACT CENTER TO THE CLOUD ALSO ENSURES THAT YOUR AGENTS CAN MAINTAIN BUSINESS PRODUCTIVITY AND KEEP YOUR CUSTOMER DATA SECURE EVEN WHEN THEY'RE WORKING REMOTELY.**

DELIGHT YOUR CUSTOMERS

Imagine never having to apologize for poor customer service again — what would you do with your new free time?

Believe it or not, you can delight your customers with a good contact center experience, simply because it'll be so different from what's available out there. Delight them by giving them multiple channels to reach you — not just phone or email, but web chat, text messaging, and ESP.

OK, not ESP, but you get our drift: when your customers feel like they can get their questions answered quickly and easily, they'll feel like you're reading their mind, in the best possible way.

Because the hosted environment makes it simple to integrate IVR, email, chat, and SMS into one platform, routing customers between those channels can be managed through one vendor, eliminating the headache of handling multiple vendors with multiple systems — and perhaps more importantly, eliminating the frustration that a multiple-channel experience can cause for your customers. Having all channels integrated into one platform means seamless operations for both your customers and your agents.

Putting at least part of your contact center operations in the Cloud also means you make it easier for your agents to access your customers' records — with a thoughtful plan for integrating your systems, all their interactions with your company are right there, even if they're stored in different systems.

Imagine it: your agents won't have to put customers on hold, transfer them to different departments, or make them repeat themselves when trying to explain what their issue is.

That's the making of a happy customer, and a happy customer is a returning customer.

WHAT'S NEXT FOR THE HOSTED CONTACT CENTER

In the next few years, expect to see the contact center broaden its channels further, to more extensive use of SMS/text messaging and the creation of apps that will enable customers to quickly and easily resolve their issues. Research shows that over the next two years, social media, Cloud-based routing, unified communications (presence and collaboration), and video system deployments will equal or overtake on-premise installations.[†]

We anticipate that with increasing industry adoption of the Cloud, the contact center — already a hotly competitive field — will leverage new technologies and become both increasingly competitive and increasingly regulated. After all, only 36 percent of organizations still plan on investing in on-premise contact centers.[†]

So what's the trick to staying relevant? We humbly suggest the Cloud.

> WHEN AGENTS CAN MORE EASILY MONITOR A CUSTOMER'S HISTORY, THEY CAN MORE EASILY HELP THAT CUSTOMER RESOLVE HIS OR HER ISSUE FASTER — WHICH BUILDS TRUST AND EASES THE PAIN OF HAVING TO REACH OUT TO A COMPANY FOR HELP IN THE FIRST PLACE.

More and more IT functions are moving to the Cloud — email, VOIP, unified communications, collaboration, and accounting, just to name a few. Increased regulation makes for increased complexity in the infrastructure. The business can continue searching out discrete third-party solutions, or it can take advantage of the advances in enterprise-grade contact center technology solutions, which offer features like the following.

⟶ Contact center workforce management

⟶ Customer feedback management

⟶ Workflow automation

⟶ Business analytics

⟶ Real-time reporting tools

⟶ Supervisor monitoring

⟶ E-learning

⟶ Increased use of social media

⟶ Call recording

Happily, moving to the Cloud isn't an all-or-nothing proposition — you can move part of your contact center operations to the Cloud and leave the other as it is. Unlike traditional on-premise contact center platforms that really are all or nothing, with the Cloud, you can determine what works best for your business and follow that path.

One trend we're watching is the trend toward the storefront contact center, where agents work remotely, and physical locations are nothing more than a storefront. Imagine being able to let go of all that overhead: renting office space, buying servers and other hardware, maintaining a physical location. If that's not your core competency, why spend so many cycles managing it?

Moving to the Cloud can pay off in terms of both keeping costs low and improving the customer experience. But to do it right, you need to work with a vendor who possesses not only proven expertise — network, telecom, security — but most important, the ability to listen to you, understand the specific needs of your business, and deliver solutions that position your business — and your customers — for long-term success.

Get the right vendor to help you make the switch, and you'll be putting in place a system that integrates with your existing systems, is seamless to your agents, costs you less than on-premise systems, and favorably positions your contact center for the future.

ABOUT CSG INTERACTIVE MESSAGING

For more than 20 years, companies across numerous industries, including Financial Services, Telecom, Business Services, Cable & Direct Broadcast Satellite, Marketing Services, Retail, Healthcare and Media & Entertainment have utilized CSG Interactive Messaging to drive business results and maximize every customer interaction.

CSG Interactive Messaging delivers a fully-hosted suite of solutions that leverage an integrated portfolio of Cloud-based, contact center, IVR and multi-channel messaging technologies — from comprehensive, ACD functionality featuring universal queuing, intelligent routing and outbound dialing to call recording, integrated reporting, CSAT surveys and beyond.

Seamlessly integrating interactive voice, SMS/text, print, email, web and fax, CSG Interactive Messaging solutions help the world's leading companies connect with their customers in the most cost-effective, efficient and customer-friendly ways possible.

Each month, CSG Customer Communication Management solutions touch more than half of all U.S. households. And every year, we send and receive more than 1 billion interactive voice, SMS/text, print, email and fax messages on behalf of our customers.

CSG Interactive Messaging is delivered through multiple channels and are fully integrated, enabling our clients to evolve their use of Interactive Messaging functionality as their business needs change and grow.

Our hosted solutions enable businesses like yours to rely on CSG to cost-effectively and efficiently deliver Interactive Messaging functionality and expertise while continuing to focus on what your business does best — serve your customers.

Virtual Contact Center

Email · Print · Fax · Cross-Channel Interactions · SMS/Text · Web · Voice
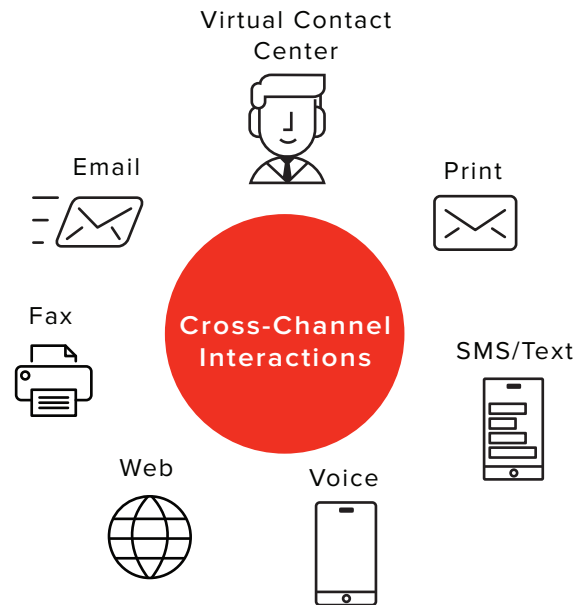
ABOUT CSG

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At CSG, we have one vision: flexible, seamless, limitless communications, information and content services for everyone. For more information, visit our website at csgi.com and follow us on LinkedIn, Twitter and Facebook.