



CSG CALLCANVAS EXPRESS

PUT THE POWER TO DEVELOP,
DEPLOY AND MAINTAIN
IVR & SMS APPLICATIONS
IN YOUR OWN HANDS,
ON YOUR OWN TIMELINE



TOGETHER, YOU WIN.

MANAGE YOUR CUSTOMER COMMUNICATIONS WITH AGILITY AND SPEED

To succeed in today's digital world, businesses need to be able to rapidly change course to better align with customer needs. Marketers and customer service leads don't want to wait to enhance or alter initiatives to improve customer acceptance rates—but this is often difficult within the constraints of existing IT infrastructure and resources.

CSG CallCanvas Express provides your internal IT team with the flexibility to manage virtually every aspect of your inbound and outbound call flows easily and efficiently. Fully integrated with CSG's robust Integrated Messaging Platform, CSG CallCanvas Express puts the power of your interactive communications over multiple channels in your own hands so you can rapidly seize opportunities and improve the efficacy of your marketing outreach however and whenever you wish.

CSG CallCanvas Express provides you with:

- The flexibility to manage and deploy changes whenever you wish, saving development costs and time
- A drag and drop visual interface to create both inbound and outbound speech and touchtone applications, and complex SMS applications
- Powerful tools to build your own call flows with user-friendly configurable components and scripting capabilities
- Time-saving functionality to leverage, frequently used call flow logic, including reusable blocks across IVR applications
- Ability to route customers to a different contact center in real-time if needed for swift and proactive communication
- The capability to quickly insert an Emergency Message for hazardous weather or unexpected events
- A Platform-as-a-Service (PaaS) offering that enables you to access the solution from anywhere and use anytime
- Multi-platform support, including PC, MAC and Linux environments
- Multi-language support



EDIT AND GO: SELF-SERVICE TOOLS PROVIDE CONFIGURABLE COMPONENTS AND SCRIPTING CAPABILITIES ON-THE-FLY

CallCanvas Express gives users the flexibility to deploy changes without waiting for maintenance windows, saving time and money.

Your programmers will appreciate having a tool to control their applications and make changes such as updated call transfer hours or changing or adding a new prompt—all in real-time and on the fly.

Once changes are deployed, stakeholders can view the results via the CSG reporting portal (available through a secure interface) and determine how the modified call flow is performing.

Don't like what you see? No problem. Just access the call flow through the dashboard, update it and reactivate.

CallCanvas Express is fully integrated into CSG Interactive Messaging, enabling you to take full advantage of CSG's robust interactive voice response and SMS platforms and telephony infrastructure. Use our online or onsite training options to quickly learn the solution and put your skills into action.

ABOUT CSG

CSG simplifies the complexity of business transformation in the digital age for the most respected communications, media and entertainment service providers worldwide. With over 35 years of experience, CSG delivers revenue management, customer experience and digital monetization solutions for every stage of the customer lifecycle. The company is the trusted partner driving digital transformation for leading global brands, including Arrow, AT&T, Bharti Airtel, Charter Communications, Comcast, DISH, Eastlink, iFlix, MTN, TalkTalk, Telefonica, Telstra and Verizon.

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](#).

EFFECTIVE AND ENGAGING CLIENT INTERACTIONS. CONTACT US TODAY TO GET STARTED!

Personalized, seamless and effective communications are critical for building customer loyalty and your bottom line. CSG has collaborated with industry leaders in retail, financial services, pharmacy, travel, telecommunications, freight and logistics to implement comprehensive inbound and outbound calling strategies to achieve their desired business results. Whether you have a single project to kick off or need to compete more effectively with a comprehensive interaction strategy, we'll work together with you to ensure that your strategic customer interactions are more precise, more personal and more engaging.

Contact us to discuss how CSG's strategic solutions can position you for greater success.