



SMS/TEXT MESSAGING



CSG Interactive Messaging were designed with the knowledge that your customers' time is valuable and in high demand. The ability to receive and send messages in the most efficient way possible, in the shortest amount of time, is on everyone's wish list.

Rapidly becoming the preferred communication channel for a growing number of consumers, SMS/text messaging represents one of the hottest communication channels on the market.

SMS/text messaging allows users to say what needs to be said and move on. Replacing a five-minute phone conversation with 30 seconds of typing on a phone key pad and no more than 160 characters.

CSG has leveraged twenty years of experience as the leading provider of inbound/outbound interactive voice messaging, email, print and fax, and incorporated SMS/text messaging to form the most powerful, cloud-based, customer communication suite on the market today.

Confirm a service appointment. Notify a customer of an outstanding debt. Or even send discount coupon codes and specials directly to customers' mobile devices to drive in-store and online traffic. The possibilities to integrate SMS/text messaging into current customer communication strategies are endless.

CSG also has the ability to bridge a customer directly from an SMS/text message to a mobile website or even an existing inbound IVR or customer service representative pool for additional information and options.

Connecting with customers via their preferred communication channels increases the likelihood that your messages are not only delivered, but received and ultimately acted upon.

SMS/TEXT STATISTICS*

- U.S. wireless consumers send more than 2.3 trillion text messages every year—this breaks down to over 6.3 billion messages per day
- It takes the average person 90 minutes to respond to an email, but only 90 seconds to respond to a text
- There are more than 416 mobile connections in America
- Younger groups send the most messages, but older segments still send text messages: millennials send over 2,000 texts per month, while those over 55-years-old send 244 messages per month

*Statistics provided by GSMA, CTIA, Experian



COLLABORATE. INNOVATE. ACCELERATE. CALL US TODAY.

CSG can help your business launch comprehensive inbound and outbound communication strategies easily and effectively. But that's not all. We go above and beyond, collaboratively working with you to ensure that all of your strategic initiatives position you—and your customers—for success.



VOICE



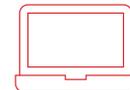
SMS/TEXT



WEB



PRINT



EMAIL



BILLING

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](#).