



PRODUCT SPOTLIGHT: **INBOUND CAPABILITIES**

Optimize contact center operations and increase customer self-service with CSG Inbound Communication solutions.

One of the biggest challenges facing businesses, especially those handling complex inbound traffic, is ensuring that customers are connected to the correct agent pool or self-service IVR. Disconnects, transfers and long hold times drive up costs while driving down customer satisfaction — costly errors that undermine the bottom line.

CSG Inbound Communication solutions supplement your leading CRM package with a front-end interaction component by deploying our cloud-based, multi-channel communication platform, integrating inbound/outbound interactive voice, SMS/text messaging, email, print, web and fax in a common environment. This means that application architectures and data stores are universally available across all communication channels.

All inbound calls land on our platform first. A richly layered but simple customer-designed IVR application provides voice prompts for the end customer's experience. A combination of text-to-speech and "drop-in" capabilities allow our call center clients to rapidly and cleanly modify prompts to reflect promotions, marketing changes or customer

segmentation on the fly without having to disrupt service.

The IVR application accepts both voice and key press prompts as end customer responses except with credit card numbers, which should be entered via key press for security reasons. Our platform analyzes the call based on inbound toll-free origination, end customer ANI, point-of-purchase and end customer inputs in order to assign the call to either a customer self-service application or on to the appropriate call center agent based on a skills matrix reflecting the clients' fulfillment requirements.

CSG reduces the number of misrouted calls and shortens call duration, enhancing the customer experience and allowing agents to be reassigned to higher value functions.

**MORE THAN 120,000 CUSTOMER SERVICE
REPRESENTATIVES DEPEND ON CSG SOLUTIONS.**

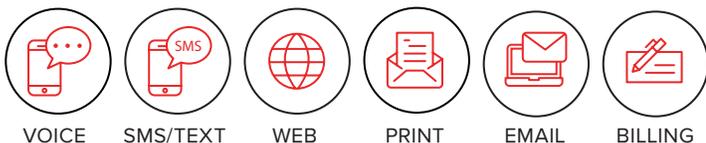


BENEFITS

- > Optimizes contact center performance by routing calls to self-service where possible and ensures correct agent pool receives calls requiring additional assistance
- > Speech technology streamlines call flows, raising customer satisfaction
- > Efficient transfer to attended contact centers provisioned with Computer Telephony Interface (CTI) screen pop or cost-effective “whisper greet” feature, optimizing agent time
- > Intuitive web-based tools facilitate efficient editing of program features and access to comprehensive, real-time information on application performance and agent transfer history
- > Reports available both via web and secured interface to your customer management systems

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 Customer Communication Management initiatives position you—and your customers—for success.



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 csqi.com and follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).