THE RISE OF THE ALWAYS CONNECTED CUSTOMER
Your 2017 goals: elevate the customer experience, cut costs, and improve transaction efficiency. Sound familiar? And you need to do this in a world where 1 minute of Internet generates:

1 Minute of Internet*

4.1 Million
Facebook likes

1.7 Million
Instagram likes

347 Thousand
Twitter tweets

So how do you continue to exceed your goals in this digital, always on, world? By partnering with a company who enables businesses to engage with their digital customers, and those not quite there yet. Each month, we 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 to and from more than 50 million end users.

With our expertise, you can focus on what your business does best – serve its customers.

Customer self-resolution via multi-channel notifications = Every 1,000 self-resolved cases = 1 FTE in savings

 Keeping share of wallet = proactive customer notifications have generated a monthly revenue increase of over $15,000,000; a 1,800% ROI

Proven SmartVideo impact for strategic initiatives provided a 12 - 19% lift in digital adoption and an 8 - 33 point increase in Net Promoter Score

CSG boasts an extremely high client retention rate, with turnover of less than 5% per year, with some relationships still going strong well after a decade

Leveraging CSG’s smart interaction management solutions will noticeably increase efficiency through automation and improve self-service by increasing proactive engagement. Solutions include voice and digital platforms to deliver multi-channel inbound and outbound interactions, multi-channel call center integration, agent transfer, call recording/replay/transcription and more.

* Domo “Data Never Sleeps”
CONNECTING WITH YOUR CUSTOMERS ACROSS THE DIGITAL WORLD

Armed with these capabilities, you can improve engagement with advanced automated communications to your customers.

MULTI-CHANNEL ENGAGEMENT

CSG enables you to interact with your customers – and your customers with you. Our multi-channel platform connects you with your customers via voice, email, and digital channels such as SMS/text, text-to-chat, web chat, social media and Messenger.

CUSTOMER CENTRIC

- Engage with the right message, across the lifecycle, in the customer’s preferred channel
- Bridge customer interactions from channel-to-channel
- Engage across the globe in 37+ languages

MULTI-CHANNEL

- Inbound and outbound voice via touch-tone, speech recognition or natural language
- Digital channels such as 2-way SMS, social, chat, and messenger
- Management of your business rules and logic across all channels at once, not “silo-to-silo”

RESULTS DRIVEN

- SaaS & PaaS deployment models
- Integration – customizable to your CRM or stand-alone
- High availability, dual-data centers
- Scalable – managed infrastructure to 50% of peak usage
- Global reach – follow the sun

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CSG’s SmartVideo delivers personalized real-time video to customers, providing detailed account and usage information in a user-friendly, visual format. This personalized, real-time customer communication is proven to reduce churn, lower costs and create higher customer satisfaction.

**DIGITAL MONEY MOVEMENT**

- Top of digital wallet drivers (mobile and online browser)
- Payments (transaction volume)
- Payees (stickiness)
- Move up the digital Life Time Value chain (inactive, dormant, active)

**TOP-LINE GROWTH**

- Loan acquisition
- Cross-sell / up-sell
- Loan and policy renewals
- New customer acquisition
- Contribution increase
- Site, cart, process abandonment improvement
E-WALLET

CSG’s eWallet technology gives both incumbent and new service providers the flexibility to easily accept endless payment options from virtually any device. Whether customers prefer to use prepaid, credit or debit cards, loyalty programs, gift cards or one of the many growing third-party digital wallet offerings available today, you can greatly increase your customer’s buying power while simultaneously maximizing your own revenue.

CREDIT AND DEBIT CARDS

→ PCI Compliant – Level 1
→ Access to numerous card processors and acquirers
→ Convenience fees

ACH PAYMENTS

→ NACHA Compliant
→ Access to several ACH processors
→ Check Verification and Check Recovery solutions
→ CSG processes 65 million ACH payments annually

BUSINESS HUB

→ Works in conjunction with Payment Gateway to deliver data regarding Payment Gateway transactions.
→ Reporting available

* Domo “Data Never Sleeps”
DIGITAL DESKTOP

Using the CSG Platform to support your full digital customer service offering (text messaging, social media, Facebook Messenger, chat and any other text-based channel), you gain access to a uniform view of customers across channels. Provide agents with the ability to support digital interactions with customers asking general sales and service related questions.

DELIGHT CUSTOMERS

- Convenient – “Digital means service when, how and where I want it”
- Secure – Private text/chat; option of off-channel authentication
- Valuable – “I am busy and can’t be tied to a phone call”

REDUCES CONTACT CENTER COSTS

- Shorter Interactions – average hold time is >50% shorter with 2-way text than voice
- Concurrent Support – One Digital Service Agent (DSA) can concurrently support 3-5 customers/session
- Operational Efficiencies – Text DSAs can produce higher occupancy rates across digital channels

A SINGLE PLATFORM FOR EASE OF:

- Agent training
- Report extraction
- CRM integration
- Workforce planning
- Contact Management
- Service & Support
- And more...

CSG INTERACTIVE MESSAGING SOLUTIONS: YOUR PARTNER IN THE DIGITAL WORLD

Leveraging CSGs smart interaction management solutions will noticeably increase efficiency through automation and improve self-service by increasing proactive engagement. Solutions include:

- **Enterprise Inbound Voice Services** - Packaged according to your business needs, providing a simple inbound application for cost-effective self-service, or as a more comprehensive interactive voice application customized with integrated text-to-speech, speech recognition capabilities, and web service CRM integration.

- **Payment Manager** - Multi-channel payment acceptance platform provides enhanced control and convenience. Payment manager facilitates web, IVR, mobile and CSR-entered payments and accepts credit card, debit card or ACH.
Fraud Alerts - Automatically notify cardholders through their preferred channels concerning a possible fraud event. Customers can either confirm the suspicious transaction or connect immediately with a fraud agent.

Interactive Collections - Automate how you notify customers who are delinquent on payments, who are over their limit, and other similar situations, as well as provide easy and immediate payment options to effectively collect what is owed.

Surveys - Collect customer responses via an outbound or inbound voice survey that can be added to the back of an existing call process, or launched as an outbound call, email or SMS/text based on event triggers. The results can then be integrated with your CRM or presented separately.

Companies across Financial Services, Telecom, Insurance, Cable & Direct Broadcast Satellite, Marketing Services, Retail, Healthcare and Media & Entertainment have utilized CSG’s Interactive Messaging solutions to drive business results and maximize every customer interaction. We have a stable and mature multi-modal platform that incorporates voice, e-mail, text (SMS) and fax capabilities to connect with your customers in the digital world. And, we believe that CSG International is uniquely qualified as your enterprise business partner:

Financial Stability - CSG is a profitable, financially stable, highly-rated publicly traded corporation

Seamless Scalability - CSG operates using a “shared port” model across our platform

Redundancy - CSG co-processes from two facilities, one in Omaha, NE, and one in Tempe, AZ

Partnership Mentality - We’re interested in leveraging and working in conjunction with your existing capabilities

Security and Compliance - CSG takes security and compliance extremely seriously. ISO-17799 is the foundation for our security and compliance. We maintain PCI Level1, SOX, SSAE 16 (SAS 70)

Fully Redundant Technology - With two live processing sites that have no single point of failure, CSG is built for high capacity, high availability interactive messaging processing

CUSTOMERS 2020 REPORT
“BY 2020, CUSTOMER EXPERIENCE WILL OVERTAKE PRICE AND PRODUCT AS THE KEY BRAND DIFFERENTIATOR. ”

CONTACT US
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 Customer Interaction Management solutions can position you for greater success at www.csgi.com.