



## RETAIL SOLUTIONS

# HOW COME EVERYBODY MAKES MONEY OFF MY CUSTOMERS, BUT ME?

Your consumers want to go beyond the walls of your storefront. So let them.

**ASCENDON**

### RETAIL REDEFINED

The digital world has changed the way consumers buy goods and services. Brick-and-mortar storefronts are still vital to building brand loyalty, but successful retailers enable digital purchases beyond their front door. Keep consumers connected to your brands wherever they are and whenever they choose to purchase—even when the physical store is closed.

### SEAMLESSLY INTEGRATE PHYSICAL AND DIGITAL RETAIL WORLDS

One-time transactions don't build customer loyalty or recurring revenue. Today's retailer must build a consumer experience that transcends the storefront. **Ascendon** is a SaaS, cloud-based platform so it's easy to quickly offer new digital services. Provide comprehensive, individualized customer experiences that drive engagement, increase consumer satisfaction and more importantly, revenues and loyalty. All this for one low predictable cost.

**Ascendon** bridges the physical-to-digital retail divide.

- Build **new customer relationships** that extend to wherever the consumer happens to be—in the store, in the coffee shop or in their living room—and on their device of choice
- **Package digital content** with physical media purchases across movies, games, books, music and more
- Know buyers with **precise insights** about preferences, purchases and browsing behavior
- **Manage the complex ecosystem** between retailers, device manufacturers and content providers

### NCHANNEL

**NEARLY 84 PERCENT OF CONSUMERS BELIEVE THAT RETAILERS SHOULD BE DOING MORE TO INTEGRATE THEIR ONLINE AND OFFLINE CHANNELS.**



## DESIGNED FOR THE NEW ERA OF RETAIL

**Ascendon** gives retailers everything they need to support customers across multiple channels in three key ways:

- **Sell more content and services.**  
Extend sales of books, games, music and other goods through digital copies and packaging digital content with physical purchases. **Ascendon** provides physical-to-digital redemption and EST (electronic sell through) models. Leverage commerce, member management and intuitive analytics that engage and cater to consumers in the digital world
- **Strengthen the consumer experience.**  
Engage with and sell to consumers anytime, anywhere and via any payment type. Powerful digital storefronts and native applications enable retailers to deliver personalized, seamless and secure interactive shopping experiences
- **Make it easy.** Digital Locker capabilities to access purchases, shop new offerings and consume content wherever. Plus, **Ascendon** supports the UltraViolet™ ecosystem for a high-quality experience

## TAKE THE TRUSTED PATH TO THE DIGITAL ECONOMY

The **Ascendon** platform delivers a completely modular solution for retailers:

- **Define and sell** digital content independent of subscriptions and services across device ecosystems

- Seamlessly collects the massive amounts of data associated with connected devices—and **extracts insights and intelligence** for creating compelling merchandising offers your consumers want, increasing your share of their spend
- Provides a **unified and API-driven catalog** that blends digital and traditional services for maximum revenue and profitability
- **Order management** module delivers multi-dimensional ordering for traditional services
- Enables **effective omni-channel support** with powerful event management and notification capabilities
- Sustains **even the most complex partner relationships**

## ABOUT CSG

For more than 35 years, CSG has simplified the complexity of business, delivering innovative customer engagement solutions that help companies acquire, monetize, engage and retain customers. Operating across more than 120 countries worldwide, CSG manages billions of critical customer interactions annually, and its award-winning suite of software and services allow companies across dozens of industries to tackle their biggest business challenges and thrive in an ever-changing marketplace. CSG is the trusted partner for driving digital innovation for hundreds of leading global brands, including AT&T, Charter Communications, Comcast, DISH, Eastlink, Formula One, iflix, MTN and Telstra. To learn more, visit our website at [csgi.com](http://csgi.com) and connect with us on [LinkedIn](#), [Twitter](#) and [Facebook](#).