



# CSG CUSTOMER SERVICE SOLUTIONS FOR UTILITIES

REDUCE COSTS AND IMPROVE  
A/R TURNOVER WITH CROSS  
CHANNEL COMMUNICATIONS



Today's business climate is more challenging than ever. Utility service providers must do more with less, while still delivering personalized and consistent customer service that builds customer satisfaction and reduces costs.

Thankfully, meeting these challenges has never been easier. CSG Customer Interaction Suite for Utilities delivers valuable insight into each customer interaction, empowering utility service providers to deliver crisp, clear and compelling communications to improve billing, collections and the communication process.

### CSG INTERACTIVE MESSAGING

Communicate one-to-many or one-to-one—it's up to you. Whether you wish to convey a single, unified message or personalized communications, to targeted customers, CSG automates all facets of customer communications, seamlessly integrating interactive voice, SMS/MMS, mobile push notifications, print, email, web and print. Using multi-channel communications optimizes engagement by reaching customers in the methods in which they prefer to communicate.

### Engage Customers, Decrease Service Costs

- Automate move in/move out calls that are critical and time sensitive, eliminating the need to speak with an agent
- Appointment/service call reminders using voice, SMS, MMS or mobile push notifications ensures customers are available for field service personnel, eliminating unnecessary truck rolls
- Proactively communicate balances due with options for payment acceptance or arrangements to reduce delinquent accounts and shorten collection times

### Personalize Customer Communications, Increase Satisfaction

- Educate customers on peak time usage and offer energy efficiency tips to reduce consumption
- Offer surveys to collect feedback on service and value delivered
- Share new industry initiatives or savings programs



## BILLING, PAYMENT AND COLLECTIONS

Give your customers the power of convenience. Customers can initiate service or pay their bills with the click of a button. Streamline your processes with an integrated solution for electronic bill presentment, payment and proactive evolved collections.

### → Strategy and Consulting

Gather the essential insights that will help you engineer superior, end-to-end customer experiences

### → Proactive Notifications

SMS, MMS, and mobile push notifications provide the immediacy customers respond to

### → Precision Email

Communicate one-to-one or one-to-many using rich HTML messages. Inform customers of new developments or deliver important notifications (collections). Robust reporting tracks delivered, opened and bounced emails to ensure your message is performing

## KEY FEATURES AND BENEFITS

You'll experience numerous benefits using CSG solutions to improve the quality and timeliness of customer interactions.

### Secure Delivery, Multiple Payment Options, Customer Convenience

- eBPP delivery options enable customers to pay efficiently and promptly
- Reduce operating and delivery costs by integrating with consolidator networks or retail payment kiosks

- Enjoy faster bill payment with multiple payment options (EFT/ACH, credit, PIN-less debit, stored payment accounts and recurring payments)

### Improved Communication, Fewer Call Center Inquires

- Proactive email, voice and SMS/MMS communication keeps customers informed and eliminates unnecessary call center questions
- Enable customers to administer self care to resolve questions without the need to speak with an agent

## 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 provider for driving digital innovation for hundreds of leading global brands, including Airtel Africa, América Móvil, AT&T, Charter Communications, Comcast, DISH, Formula 1, Hutchison 3 Indonesia, Inmarsat, Mastercard, Maximus, Mobily, MTN, New Leaf Service Contracts, State of California DMV, TalkTalk and Telstra.

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