csg

TOGETHER, YOU WIN.

HTML OUTPUT SOLUTIONS

OPTIMIZING THE CUSTOMER EXPERIENCE WITH HTML OUTPUT

CONSISTENCY IS KEY

Customers experience a brand, not a channel within a brand. When they pick up a bill from their mailbox or scroll through a statement on their phone, they expect to see the same information. But if you try to compose the same message on different channels, it can create an inconsistent experience. Until now.

Deliver a unified customer experience across print and electronic channels with HTML Output. Develop your customer communications within one composition tool, ensuring a consistent look and feel across multiple document delivery channels. The same content is pulled in for HTML, print and archive, where you can customize fields as needed.

HTML Output leverages containers—a statement summary section, statement detail section, and so on—that make it easy to build customer communications for print and electronic channels. Work with CSG to define your containers and desired placement within each delivery channel to optimize the viewing experience. If you make a change once, it's propagated across different channels.

STREAMLINE YOUR BUSINESS

Spend less time immersed in the technical details of document composition, and more time crafting the messages and offers that your customers care about. The container-based design of HTML Output reduces testing complexity, total cycle time and time to revenue, as all the relevant containers are designed at the same time.

→ Eliminate the need for stand-alone HTML e-mail tools and processes

→ Leverage consistent document content for HTML, print, archive, etc.

→ Support customization with XSL transactions from cycle billing output

MAKE YOUR MARKETING MEANINGFUL

These marketing opportunities improve viewing and response rates, leading to increased revenue.

→ Turn your printed ad pages into electronic marketing opportunities

→ Embed clickable graphics and URLs in electronic delivery channels to inspire the customer to action.

→ Leverage email and web channels to support cross-sells and third party ad sales, harnessing the full power of HTML
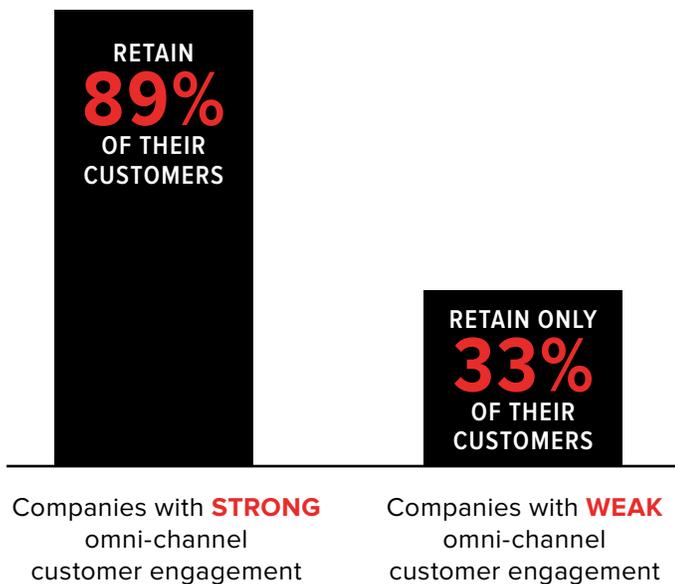
CSG CUSTOMER COMMUNICATION MANAGEMENT SOLUTIONS

HTML Output is part of CSG Customer Communication Management Solutions, helping companies provide consistent customer experiences across channels at a low operational cost. Design and deliver statements and bills across email, SMS and more channels, and report on and automate functions to streamline operations. CSG makes it easy to craft and deliver a coordinated, strategic view of the customer, and reach them with targeted communications on any device.

→ Personalize the customer experience with integration to other data sources

→ Single composition source for optimal digital delivery to mobile devices, tablets, desktops

→ Consolidated communications move paper mail to digital delivery channels

→ Robust electronic presentment and payment options with nearly 10 million monthly registered EBPP users

→ Easy access to HTML via robust API services

Engage customers through their preferred channels and take advantage of innovative-and cost-saving electronic delivery methods. Provide clear, informative, and convenient access to the transactional documents that are vital to the customer journey.

RETAIN
89%
OF THEIR
CUSTOMERS

RETAIN ONLY
33%
OF THEIR
CUSTOMERS

Companies with **STRONG**
omni-channel
customer engagement

Companies with **WEAK**
omni-channel
customer engagement

RESPOND TO RESPONSIVE DESIGN
MORE AND MORE CUSTOMERS ARE VIEWING BILLS AND STATEMENTS ON THEIR PERSONAL DEVICES. WITH HTML OUTPUT, EASILY CREATE MONTHLY STATEMENTS IN A RESPONSIVE AND DYNAMIC HTML FORMAT THAT CUSTOMERS CAN VIEW ON ANY DEVICE. DYNAMIC SIZING ENABLES AN OPTIMAL VIEWING EXPERIENCE ACROSS ALL CHANNELS.

WHY CSG

CSG is a leading document provider and Top 10 USPS mailer, generating more than 730 million printed documents, 160 million emails and 30 million texts on behalf of clients every year. We deliver cross-channel customer communications every day—at scale. CSG's document delivery assets support the full spectrum of Customer Communication Management Solutions.

CSG serves both business-to-business (B2B) and business-to-consumer (B2C) industries, including telecommunications, utilities, financial, insurance,

home and security markets. We operate state-of-the-art production facilities in Nebraska and Florida, processing mail 24 hours a day, seven days a week.

With over 35 years of experience, CSG has a long-standing reputation for outstanding quality, consistency and customer service. Talk to our experts about how you can deliver consistent communications with HTML Output and CSG Customer Communication Management Solutions. Contact us at marketing@csgi.com, or visit csgi.com for more information.