![CSG logo - TOGETHER, YOU WIN.]

CSG ASSURE CALLING LINE IDENTIFIER (CLI) TESTING

CONTROL CLI DELIVERY AND ASSURE PROFITABILITY

According to a recent operator survey, the three most common wholesale business priorities are pricing, service quality and cost. One overlooked cost is unanswered (uncompleted) or unreturned calls due to missing Calling Line Identifier (CLI) information. These are truly missed profits from potentially high-margin traffic, as completed calls could be generating more revenue if functioning properly.

MEASURING THE EXPERIENCE

A growing number of international calls are terminated on mobile phones, increasing the demand for CLI to achieve call acceptance. The growing use of blended CLI and non-CLI routes makes it more likely that the CLI is not being displayed at key destinations.

CSG Assure CLI Testing lets you test partners and routes to ensure that your traffic is being routed and delivered optimally. CSG Assure helps verify true end-to-end CLI delivery. The service is powered by the Assure Global Test Network, a proprietary test network which covers more than 450 mobile networks. CSG Assure has become the standard for carriers seeking to protect and secure margin through guaranteed CLI delivery and other key quality features to destinations worldwide.

Test calls are made from your network to an Assure test node at the end user/subscriber level. The node checks the CLI (calling party number), verifies that it is correct, and sends the result back to Assure. The results are available in real-time and in report format.

TNZI, ANDREW TICEHURST, BMC TEAM MANAGER

"[CSG ASSURE CLI] HAS BEEN AN EXCELLENT TOOL FOR OUR RETAIL PRODUCT TO ENSURE THAT OUR PRODUCT INTEGRITY REMAINS INTACT. THIS HAS ALLOWED SUPPLIERS TO BE CHOSEN AND IMPLEMENTED INTO OUR ROUTING PATTERNS WHERE PREVIOUSLY WE MAY NOT HAVE CONSIDERED THEM. THIS IS PURELY DRIVEN BY OUR ABILITY TO TEST AND CONFIRM CLI CARRIAGE WITH THE USE OF CSG ASSURE—IN SHORT, A FANTASTIC TOOL."

BENEFITS

→ Increase revenue with higher service availability and answer frequency

→ Attract traffic from quality-conscious mobile operators

→ Test partner suppliers for SLA maintenance

→ Take full control of interactive and scheduled calls

ABOUT ASSURE CLI

→ Fast, one-week implementation

→ Covers 450 mobile networks in over 150 countries

→ Used by the majority of the world's largest carriers

CONTACT US

Talk to our experts about CLI and learn how you can deliver a seamless communication experience for mobile subscribers. For more information, contact us at csgi.com.

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 csgi.com and follow us on LinkedIn, Twitter and Facebook.