



CSG PHONE AFFINITY

ASSURANCE THAT YOUR CUSTOMER
OUTREACH IS EFFECTIVE—
AND WITHIN THE LAW



MANAGE COMPLEX CUSTOMER COMMUNICATIONS IN A MOBILE WORLD

Customers like to communicate on their mobile devices—in fact, over half of households are mobile-only. But more than 45 million mobile devices are recycled every year and reassigned to other users, making it hard to ensure that each customer's phone number is current.

Staying up-to-date with a customer's preferred phone number isn't just recommended—it's required under federal law.

The Telephone Consumer Protection Act (TCPA) protects consumers from unwanted messages. The TCPA requires not only that you have a business relationship with your customer, but that you've received explicit permission to contact them.

Failure to abide by these rules can lead to hefty fines, and a negative customer experience for consumers who receive an unwanted phone call or text message. In fact, TCPA lawsuits have risen 500 percent since 2011.

MANAGE RIGHT PARTY VERIFICATION EASILY AND AFFORDABLY

CSG Phone Affinity helps companies contact customers by confirming a customer's phone number has not changed since their last contact. It also helps companies maintain optimal data hygiene so that they can keep their hard-earned prospects engaged.

Our robust service identifies phone numbers where there is known association to help companies like yours stay in compliance with TCPA and ensure the right customer is contacted at the right time on the right phone number. This offering is fully enabled within the CSG Interactive Messaging solution, working in concert with your outbound messaging programs.



CSG PHONE AFFINITY ASSURES RIGHT PARTY VERIFICATION TWO WAYS:

- Query Scrubbing—Interactive Messaging automates the Phone Affinity scrubbing within your automated outreach by checking phone numbers in your batch files. CSG's solution compares customer phone numbers with the last time a successful contact was made to validate whether the number is still associated with the subscriber. If it isn't, CSG flags that number to ensure there is no unwanted outreach. We can do this on an ad-hoc or recurring basis—whatever works for your business.
- Query Monitoring—Take the hassle out of the process entirely and let CSG monitor the numbers for you. We'll do all the work to ensure the numbers in your customer database are up-to-date, and we'll let you know when a phone number changes hands.

LET'S TALK.

CSG Interactive Messaging suite offers fully hosted, cloud-based Customer Interaction Management solutions that deliver operational efficiency, customer-centric experience, and enterprise-level customization. Our integrated, cross-channel approach gives you the flexibility and agility to not only communicate with your customers proactively, but to do so in the manner they prefer.

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](#).