



# JOURNEY HUB

OWN THE EXPERIENCE, OWN THE CUSTOMER



## CUSTOMERS ARE LOYAL TO EXPERIENCE, NOT BRAND

Digital giants like Amazon, Apple, Zappos and Google transformed the customer experience playing field. Using their omnichannel expertise, they deliver the swift, highly personalized, uber-relevant customer experience consumers have grown to expect.

As traditional companies scrambled to keep up by hastily adding digital channels, communication silos were formed, making it impossible to deliver the unified customer journey now considered the very basis of good CX today.

The initial gains companies saw in satisfaction scores for individual touchpoints eroded when scoring the overall customer journey. Each individual touchpoint received a **90 percent** customer satisfaction rating—or better. But when looked at as a whole, the journey only earned a **40 percent** customer satisfaction rating.

## BREAK THE CONNECTION, BREAK THE RELATIONSHIP

Consumers judge their experience on the entire relationship, not individual touchpoints. If you don't seamlessly connect the touchpoints, you cannot satisfy their liquid expectations and you will lose them.

Data collection is the gold rush of the digital age. Every transaction, every interaction, builds a valuable profile of the individual consumer. Mining and analyzing that data is the key to understanding the customer's intent and connecting the touchpoints to orchestrate a relevant customer journey.

However, if you can't see all the data, you can't see the whole customer journey. In fact, 52 percent of companies do not share customer intelligence outside of the contact center.

Creating a robust and effective customer journey strategy should be a business priority for any brand hoping to compete against experience experts.

**32 PERCENT OF CUSTOMERS WILL LEAVE A BRAND THEY LOVE AFTER HAVING JUST ONE BAD EXPERIENCE.**

**PWC FUTURE OF EXPERIENCE SURVEY**



### ORCHESTRATE THEIR EXPERIENCE

Consumers expect seamlessness across all touchpoints with brands they do business with. Aligning your systems and processes to orchestrate conversations that are consistent and relevant to the customer’s journey—across channels—can ensure your business achieves measurable value. The right interactions, at the right time, in the right channels enable you to:

- > Promote brand loyalty
- > Increase retention/reduce churn
- > Identify upsell/cross-sell opportunities
- > Lower cost of service
- > Achieve a higher customer lifetime value

But to do this, you must first overcome your organizational silos.

### EFFORTLESSLY BRIDGE THE SILOED COMMUNICATION GAPS

**CSG Journey Hub** integrates with your existing technology to collect customer profile and interaction data across silos and legacy systems, apply logic, business rules and decisioning criteria to determine how to engage the customer in real time with timely, personalized and relevant communications.

The solution bridges the touchpoint gaps caused by ad hoc digital expansion, and by multiple departments owning specific parts of the customer journey (marketing sending promotions, account handling billing, etc.). Journey orchestration ensures customers no longer receive repetitive, or even contradictory messaging, and you benefit from proactive upsell/cross-sell opportunities.



Figure 1: Journey Orchestration Ecosystem



**Journey Hub** simplifies journey mapping and management by delivering:

- **An actionable view** of customer interactions across the entire company and all channels (Interactive Messaging, eCare, Output)
- **Quick ingest of data** from any source or legacy system on every customer preference and action touchpoint
- **Data processing, workflow and AI-based optimization** to analyze each touchpoint and create smart data
- **Journey orchestration workflow** with simple drag and drop workflow design
- **A prebuilt library of optimized journeys** based on our deep vertical experience (i.e. cable, finance)
- **Prebuilt adaptors** for transactional conversations that occur across CSG systems
- **Customer preference management** enabling you to interface to your existing systems
- **Integrated content management and automated delivery** (web, SMS, email, print, voice, CSRs, kiosks, chatbots, smart home, etc.)
- A unified brand and message across **digital channels and traditional channels**

**CUSTOMER EXPERIENCE LEADERS INCREASE REVENUE 5 TO 10% AND REDUCE COSTS 15-25% WITHIN TWO TO THREE YEARS.**

**MCKINSEY**

## **BETTER CUSTOMER EXPERIENCE = BETTER COMPETITIVE ADVANTAGE**

**Journey Hub** provides you the tools to proactively deliver highly personalized, relevant communications through:

- **Valuable behavioral insights** through data analysis
- **Decisioning** criteria from any systems
- **A/B testing** paths to optimize strategy
- Access to decades of **industry and customer journey expertise**

**Journey Hub** is a beginning-to-end solution that is seamlessly integrated, scalable and future-ready. Are you ready to own the customer experience?

## **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](http://csgi.com) and follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).