



THE JOURNEY OF STRATEGIC BUSINESS COMMUNICATIONS

HOW A HIGHLY SOPHISTICATED
PROGRAM MANAGEMENT
PLATFORM OPTIMIZES FOR
RESULTS

A WHITE PAPER



TOGETHER, YOU WIN.

HOW DOES A COMMUNICATION GO FROM A COMPELLING IDEA TO A PIECE OF MAIL THAT LANDS ON A CONSUMER'S DOORSTEP OR IN AN EMAIL INBOX AND IS READ, UNDERSTOOD, AND ACTED ON?

There's no short answer to the question because the process is so complex. At CSG, we've harnessed that complexity to create an approach to strategic business communications that is truly unlike any other today.

CSG's breakthrough program management approach combines advanced technology, channel optimization, data management, predictive analytics and real-time reporting. Driven by a unique program management approach with unmatched capabilities in managing data, we integrate all of these elements into a single seamless process.

CSG is a leader in producing intelligent communications that are truly personal, more relevant and more compelling. By collecting a rich trove of data that measures response rates by channel, time of day, messaging and the scientific design of the communication message, we're measurably increasing the ROI of every communication. CSG has re-engineered the manufacturing, distribution, and tracking of strategic communications. As a result, we have ushered in a new era of strategic business communications.

The power of this platform is reflected in the overwhelmingly positive feedback from our clients. They are bringing us more programs and more campaigns, as well as more projects of greater complexity. In turn, we're delivering more insight about how consumers, employees and stakeholders engage with their communications, notices, and marketing efforts.



A BETTER WAY

It's important to see and understand how our advanced program management approach works because it's markedly different from past and current practices.

Let's start with a typical campaign for one of our private or public-sector clients that needs to send a campaign comprised of half million pieces of printed material and digital communications using the USPS, email and SMS text channels.

Working together with our clients, we first create the **Master Event File**, which governs the flow of work from start to finish, whether the campaign is 25,000 or 5 million pieces of communication. The **Master Event File** details the messages for each piece of communication, as well as the relevant images, offers and/or calls-to-action. It also includes delivery and fulfillment instructions and specifies whether the communication is to be delivered by USPS, email or text, or a combination of all three based on the consumer's preference, compliance requirements, and our client's needs.

The **Master Event File** is a rules-based set of automated instructions that is part of CSG's unique approach to program management. The **Master Event File** captures the strategy developed collaboratively with our team and our client's team. The rules are designed to our client's specific needs and can be adjusted as necessary, even during the production process or live event.

The rules may include variables such as:

- Are you going to upload the file to us? Or do we sweep your databases at the designated time to get that information?
- Are your communications one-off or driven by a specific department or event?
- Are the events trigger-based from consumer behaviors in real time?
- How time-sensitive is the communication? Does it need to be sent immediately, or can it be staged over a period of time? Is it better going out on the weekend or during the week, in the morning or the afternoon?
- When variable images and offers should be used?
- What are the performance metrics that should be tracked?
- What does the dashboard that monitors results and analyzes engagement look like?
- Are there regulatory, compliance, or reporting considerations that need to be factored into the communication and/or the entire program?
- Is the individual communication in English, Spanish or another language?
- Are the composition rules based on channel, behavioral characteristics, and demographics?



All of this is made possible by our expertise in managing data and making sure every piece of communication delivers its intended impact. The sophistication of CSG’s data management—and its ability to handle an enormous amount of variables and rules—is one of the key differentiators to our approach.

This data acumen powers the rules-based **Master Event File**, which automates the entire process and creates a near “lights-out” production and deployment process. This streamlined workflow ensures that high-quality standards are maintained consistently. It also increases throughput and speed to market, minimizes errors and leverages the ideal channel to get the job done. It produces communications at the lowest total cost with the intended result.

CSG does all of this *without* stopping its digital printing presses and digital servers.

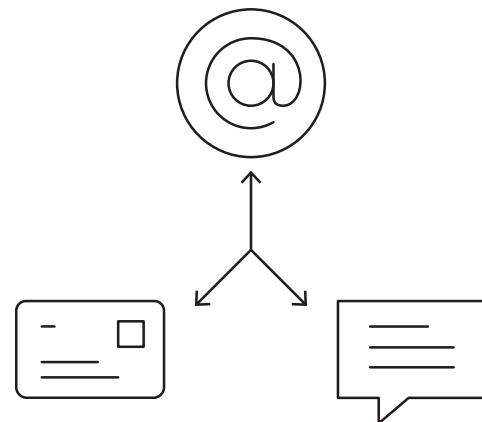
TIDYING UP THE MAILING & DISTRIBUTION LIST

Now let’s return to how a communication finds its way to a consumer with CSG. Before the communication ever goes out the door, we use technology and process optimization to make sure the USPS mailing list and email distribution list are as up-to-date and as error-free as possible.

We run our client’s list through the National Change of Address database and automatically crosscheck names and addresses. If there are two addresses for one person, the system will flag the names, and we’ll let our client know. Once we have completed updating their list, we’ll send it back, so our client can improve the in-house consumer database and help with targeting in subsequent campaigns.

THREE DELIVERY PATHS

The same **Master Event File** will instruct us whether to send the communication via regular mail, digital or both. There are three different combinations a communication can follow: print, email or text. As the communication begins its journey, the first consideration is how it travels as a digital communication. Is it email, text or both? As part of our upfront planning, we determine the optimal time for the communication to be received by the consumer and the optimal channel. The goal is to maximize the number of people who see it and respond to the communication.





IN MANY CASES, AS THE DIGITAL COMMUNICATION IS MAKING ITS WAY TO CONSUMERS, A PRINTED PIECE IS BEING PREPARED FOR USPS DELIVERY. QUITE OFTEN, A RECIPIENT ELECTS TO RECEIVE A DIGITAL COMMUNICATION, AS WELL AS A PRINTED VERSION.

We can provide our client with metrics showing how the text, email and USPS mail are performing. For example, we can tell our client how many emails were opened and whether any links were clicked. We can also see the consumer engagement on any call-to-action that was included in the communication. We can monitor if emails were opened, forwarded, or sit in someone's inbox. We can see if a USPS letter generated a phone call or launched a personal URL (PURL). Any of these can trigger an alternative channel contact—such as USPS mail, a follow-up email or text.

The channel is chosen through the **Master Event File**. Each record sends specific composition instructions that combine the common text, content and offers, and dynamic images for each communication channel, including USPS, email or SMS.

In many cases, as the digital communication is making its way to consumers, a printed piece is being prepared for USPS delivery. Quite often, a recipient elects to receive a digital communication, as well as a printed version. This is done at the consumer's request, and that preference is contained in the **Master Event File** and rules.

The printed version of the campaign is a highly complex, tech-driven process that seamlessly incorporates many different variables. Each one of these communications will likely be of varying length. One may be a single page or double-sided. Another could be a six-page, singled-spaced disclosure. Yet another could be three pages, complete with variable color images and graphics. Any one **Master Event File** received by CSG could include millions of components and pages of information, each individually tailored and addressing a person's specific interests.

SORTING AND SEQUENCING

Before anything is printed, the communications are electronically sorted into postal sequencing. By grouping communications geographically, CSG maximizes the postal discount for USPS mail.

Once the printed pieces have been completed, the work moves to an intelligent inserter. Our inserters will know the various types of inserts to be incorporated, as well as the envelopes in which the mail package will be delivered. The intelligence to merge and package all of this information ultimately produces a high-quality personalized piece.

To see how our inserter works, let's look at the production of welcome kits. The welcome kit is a complicated, multi-stage piece of work. Without a rules-based process and advanced technology platform, the job takes longer and will be more expensive.



Variable-page letters produced on one press are moved to the intelligent inserters that seamlessly fold them into the welcome kit, which typically has multiple pieces of information. The letters and the kits then go into larger envelopes or packages in postal sequence order. All of this will get packaged and shipped in a single day, with a report available to our client at the end of the day. In the past, the process could take up to several days or weeks to complete.

MASS CUSTOMIZATION AND PERSONALIZATION

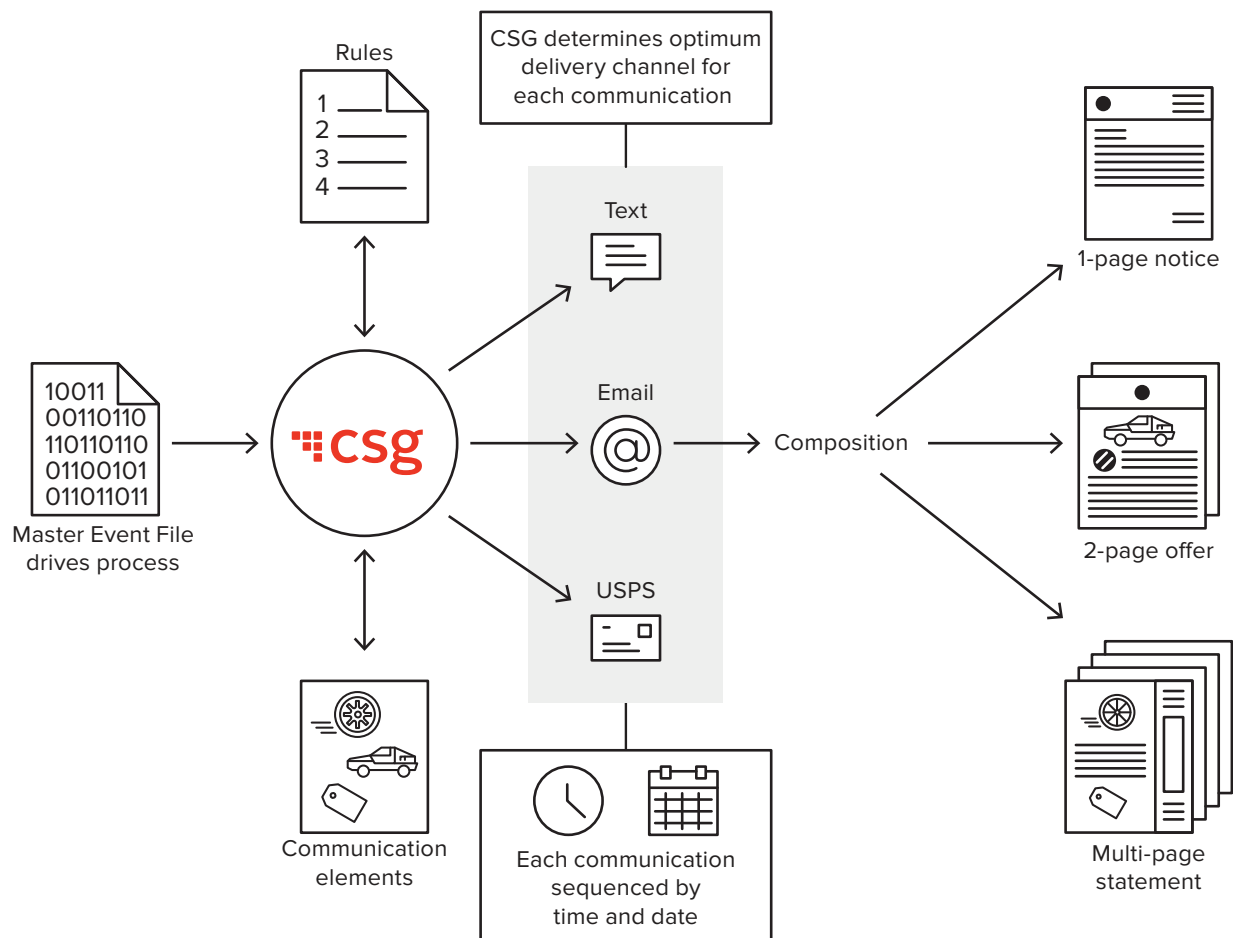
Our digital print platform makes it very easy for organizations to reach their audience with the messages they are most interested in receiving or need.

As an example, consider an auto dealership group with eight franchises in a particular region. In the morning, they will send us the **Master Event File** for a set of promotions, statements and notices for all of their eight locations.

We start by divvying up the mailing list to send a customized offer based on a client's goals. Here is a sample of the flexibility and choice the platform provides:

- Send a rebate offer from Chevy and Buick to prospects with a specific income profile in a defined area
- Offer a free test drive to prospective BMW and Mini consumers
- Send a service offer for buyers of pre-owned vehicles from the dealership
- Deliver loan or lease statements and maintenance service notices
- Send warranty and/or manual information as a follow-up to a purchase, along with a refer-a-friend offer

All of these various offers and notices are part of the **Master Event File**, which has been gathered from the dealership databases. Each day by the end of the day, we deliver a complete report to the management team at the dealer's headquarters.



THE BOTTOM LINE

Making all of this complexity seamless is dependent on bringing together technology, data, and process optimization. That's easier said than done. All of these capabilities may be available in the marketplace today. However, what makes our approach so unique is our program management and how it integrates all of these disciplines into a single, platform that makes use of advanced data management and rules-based filters.

The bottom line is that **we've revolutionized the traditional process** for delivering business communications. For our clients, that's the best of all possible worlds—lower total costs, higher quality, with deeper and faster engagement with their consumer.

The result is more profitable business relationships for clients—and a clear differentiation in the marketplace between CSG and all others.



GAME-CHANGING STRATEGIC BUSINESS COMMUNICATIONS PLATFORM

CSG’s proprietary solution delivers the highest possible customer engagement at the lowest total cost. We power the strategic business communications of public and private sector organizations through a unique approach to program management that combines advanced technology, channel optimization, data management, predictive analytics and real-time reporting. The intelligence in the platform controls the process from end-to-end to produce brilliant, one-to-one communications that help you run and grow a business.

THE CSG ECOSYSTEM



DRIVEN BY ADVANCED PROGRAM MANAGEMENT

- Intelligent platform determines the optimal mix of USPS, overnight mail, digital, email, text
- State-of-the-art printing, distribution and fulfillment capabilities supported by redundant, nationwide operations
- Customized campaign instructions uploaded to drive all aspects of the campaign—timing, messaging, visual design, offer management, channel mix, campaign reporting
- Client data feeds are analyzed and optimized to deliver the highest ROI
- Algorithms and rules-based programming ensure consistency of campaign execution and allow for rapid changes mid-campaign
- Daily data feeds power just-in-time campaigns
- Real-time reporting helps test-and-adjust to improve campaign results
- High-tech security and encryption meet or exceed government mandated standards



WORK WITH CSG

CSG is a provider of strategic business communications and one of the nation's leaders in using advanced color technologies to create communications with maximum impact. We provide fully integrated, end-to-end solutions for secure data management, multichannel communications, offset and digital printing of material, storage, order fulfillment, distribution management, and direct mail.

We understand complex program design and management, and we have unmatched institutional experience in delivering exceptional results. We provide proactive program management, securely handle and manage all materials, orders and data, and have superior technical expertise with storage, order management, fulfillment, printing and multichannel distribution assets.

CUSTOMER ACQUISITION & DEVELOPMENT

CSG helps you increase the lifetime value of your customers. We facilitate customer engagement and drive revenue by delivering world-class strategy, technology and fulfillment. We turn data into business intelligence to help your team understand consumer behavior. Then we create compelling offers and calls-to-action that motivate consumers to act and keep them coming back to you.

END-TO-END PROGRAM MANAGEMENT

CSG can manage the entire order and fulfillment supply chain, from material development and design to production, storage, ordering, picking, fulfillment, and distribution, to audit and compliance reporting. Our process employs formal security and cyber

safeguard procedures that protect confidential data. We apply state-of-the-art technology and expertise that offer you maximum control, flexibility and transparency while maintaining the absolute integrity of their information and materials.

GROW YOUR BUSINESS WITH US

Our teams create the strategy to increase revenue and market share.

- Acquire new customers
- Upsell products and solutions with more features
- Cross-sell products—offer new products to existing customers
- Build customer loyalty and renewals
- Accelerate customer response via digital and mobile channels
- Identify the most profitable and least profitable customers
- Raise the response rates of hard-to-reach consumer populations
- Use effective analytics and sophisticated models to accelerate marketing growth
- Reduce customer acquisition costs by increasing the effectiveness of your marketing communications efforts



RUN YOUR BUSINESS WITH US

We deliver a wide range of cost-effective, high-quality solutions.

- Redundant IT servers and FTP communications with formal cybersecurity protocols to guard all data and processes
- Variable digital full-color imaging operations to personalize and customize communications
- Conventional offset 4-color printing operations
- ePresentment communications to accelerate payments
- Email communications and tracking
- Text communications and confirmation
- Intelligent inserting and mailing operations
- Automated kitting and fulfillment operations
- National distribution from coast-to-coast to speed delivery ensures no disruption in business
- Tracking and auditing from receipt of data to mailbox

A CONSULTATIVE PARTNER

CSG serves as a consultant, a collaborative contributor, and a trusted expert. We add value and improve results to all of your deliverables—letters, forms, statements, digital media, marketing services and more. **For more information, contact marketing@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](#).