



CSG CONVERSATIONAL COMMERCE

CONNECT WITH CUSTOMERS ANYTIME, ANYWHERE



TOGETHER, YOU WIN.

In the past, the shopping experience was much more personal. Customers came into your store to browse or to buy, and you'd chat about what they were looking for. Based on what they said, you showed them what you thought they'd be interested in, or helped them narrow down which products they would like.

But then shopping moved beyond the storefront, and it became harder to give each customer one-on-one attention. There were now forms and search bars to fill out, instead of someone to have a conversation with. If customers had a question about a product, or wanted recommendations, there was no one to ask.

It's time to put the conversation back in commerce. Sixty percent of customers are already making purchases through Natural Language Processing (NLP) at least weekly. Channels customers regularly use—voice, messaging, and the internet—can be used together to provide a personalized, intuitive customer experience. And all of this can be done affordably and at scale with CSG Conversational Commerce.

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CSG Conversational Commerce takes shopping back to its conversational roots, all while keeping costs low through automation. Give each customer the personalized shopping experience they desire and deserve, and deliver seamless, consistent experiences across channels. By combining NLP and artificial intelligence (AI), Conversational Commerce automation predicts the customer's intent based on past interactions, and responds intuitively in just seconds.

Our solution uses cloud services to process customer speech, interpret the speech through rules and AI, and then provide the appropriate response. The logic can be reused in your IVR and with any virtual assistant (VA) device, so customers receive a consistent experience whether they are in their living room, interacting with their VA, or away from home and calling their local store.



Your conversational commerce investment goes further, too. By leveraging the existing NLP cloud capacity and voice dictionaries offered through CSG, you can eliminate the time and money it would typically take to set up conversational applications for devices. And because each conversation is automated, you can carry out thousands of personalized conversations at once, at a fraction of the cost of live agent calls.

CONVERSATIONAL COMMERCE IN ACTION

With Conversational Commerce, you're able to:

- **Create new, easy access points** for your customers to self-serve
- **Reduce costs** by duplicating VA logic in your IVR and carrying out conversations through automation
- **Make the IVR conversational and intuitive**
- **Direct the customer down a call path** that aligns with their intent and profile
- **Leverage your existing back-end processes** and integrate them into your conversational commerce applications

Let's take an example. Your customer placed an online order through their computer, but later wants to confirm the item they ordered. Instead of having to return to their computer or dig through their email for an order ID, they can call or text into your company's contact number where an automated assistant automatically identifies them based on their phone number.

If you've implemented an IVR with natural language, the IVR will prompt with a general, "What can I help you with today? You can ask about recent orders, billing questions, or new sales." In that case, the customer can ask directly to hear about their last order.

Within a "traditional" IVR, you can use the knowledge that the customer placed an order in the last 3 days and present them with an option up front to ask about that ("I see you've recently placed an order. For questions about that order, press 6. Otherwise, for new orders, press 1. For billing questions, press 2. To speak to a representative, press 0.") For the customer, the experience is frictionless, and reduces customer effort by driving the next logical action.

WHY CSG

CSG has decades of experience building telephony interfaces that help customers place orders, schedule appointments and connect with representatives. As a major developer of Alexa skills, we can build iterative voice and text flows that use Natural Language Understanding (NLU) logic not only within the VA, but in your voice, text and digital applications.

And we do this all at scale. We process from our dual data center locations, 24/7/365, with 99.995 percent uptime, so your customers can always reach you.

Ready to provide a personalized experience?
Let's have a conversation.



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](#).