



# CSG DIGITAL SELF-CARE

IMPROVE THE CUSTOMER  
EXPERIENCE WITH DIGITAL  
SELF-SERVICE



TOGETHER, YOU WIN.



The average Net Promoter Score in the telecom industry sits at 27. For most operators, average would be acceptable. But leading operators always want to keep getting better, to go beyond average and provide the kind of experiences that customers will rave about.

These leading operators know exactly what their customers want—and how to deliver it. They know that 75 percent of customers prefer mobile self-service. They also know that the best way to retain customers is to deliver experiences that will make them never want to leave. And they know that the best customer experiences start with a focus on the individual customer.

That's why leading operators use CSG Digital Self-Care.

### A BETTER MOBILE EXPERIENCE

CSG Digital Self-Care, powered by AwareX, is a cloud-based mobile self-service application designed with the consumer in mind. Pre-integrated with CSG Mobile Monetization and CSG LTE Monetization, the self-care solution can be launched quickly to deliver great mobile customer experiences that improve customer retention and NPS.

At the heart of the solution are prebuilt customer journeys that help customers navigate bills and payments, check balances and top up, and even reward them for being a customer. Each journey is context-aware, and can be tailored based on the customer's location, their account usage, and other factors.

With CSG Digital Self-Care, customers are in control of their own experience. They can manage their accounts via mobile, web, chat or voice assistant—whatever they prefer. The solution supports any type of service the customer has: mobile prepaid, mobile postpaid, cable TV, internet, fixed line, etc.

### BAIN & COMPANY

INCREASING CUSTOMER RETENTION RATES  
BY 5 PERCENT INCREASES PROFITS BY 25  
PERCENT TO 95 PERCENT.



For example, if a customer is roaming, CSG Digital Self-Care can send a push notification encouraging them to purchase a country-specific data add-on dependent on their location (see right). The customer will buy the roaming add-on from their self care app (see bottom right).

CSG Digital Self-Care is designed to help operators:

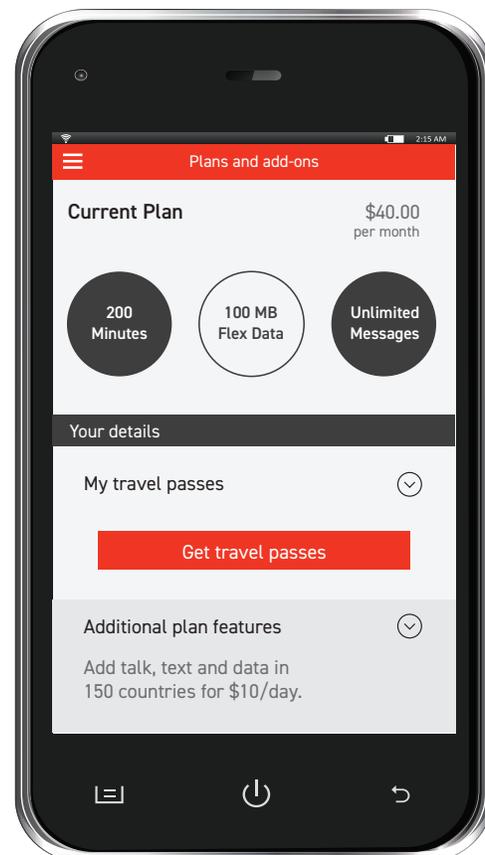
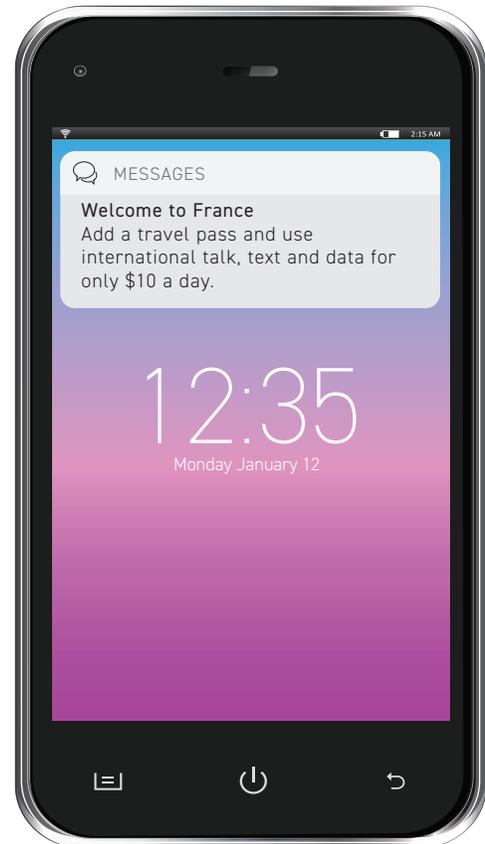
- Deliver positive user experiences and reduce churn, improving Net Promoter Score (NPS)
- Increase average revenue per user (ARPU) with personalized notifications (top-ups, add-ons, etc.)
- Influence user engagement and improve retention through loyalty programs
- Create channels for geomarketing and other “push” propositions

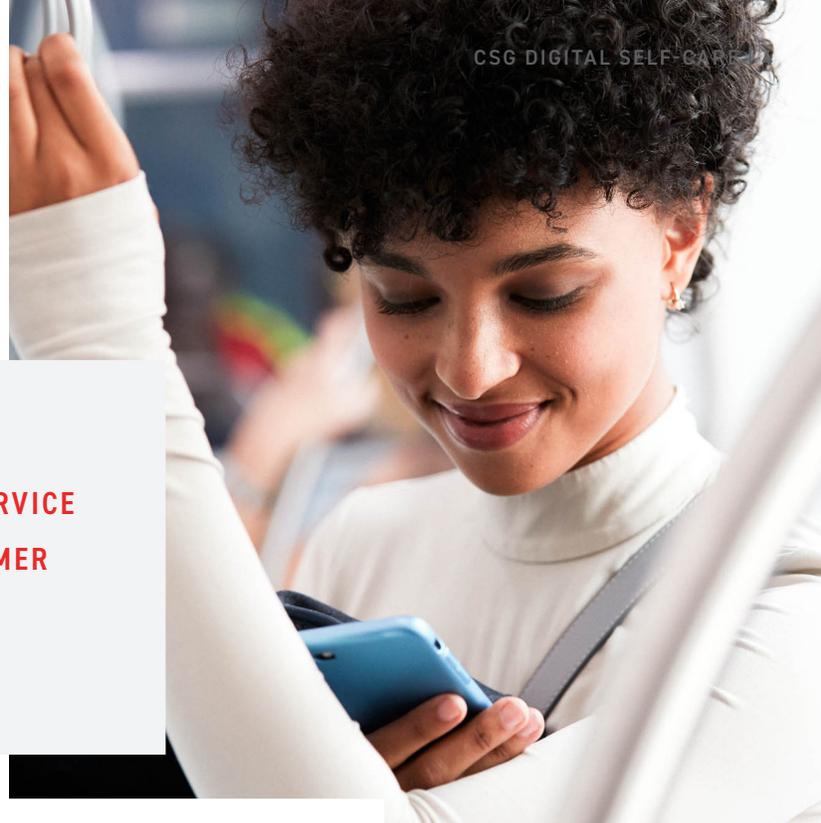
## BUSINESS BENEFITS

Deploying a digital self-care solution with positive customer experiences doesn't have to have a negative impact on your budget. In fact, CSG Digital Self-Care helps operators reduce TCO.

The solution serves a dual function as both a sales and support application, promoting the latest offers through customer journeys and letting customers self-serve. Since customers can pay bills and resolve problems without speaking to an agent, costs and wait times go down—and customer satisfaction goes up.

- Deflect calls from the help desk, letting agents focus on high-priority issues
- Empower customers to self-serve with user guides and FAQs
- Avoid top-up commissions by incentivizing customers to top-up from the app





**OVER 75 PERCENT OF CUSTOMERS THINK SELF-SERVICE IS A CONVENIENT WAY TO ADDRESS THEIR CUSTOMER SERVICE ISSUES.**

## HOW IT WORKS

You can't wait years for your customer experience to improve—you need to act now. The CSG Digital Self-Care solution is built on a common “build and deploy” platform, enabling you to get to market quickly. Deploy CSG Digital Self-Care in a matter of months, and start promoting new products and offers from your Singleview product catalog.

Digital Self-Care is SaaS and hosted in AWS, so you'll eliminate spending on on-premise software and always have access to the latest functionality and prebuilt customer journeys in the cloud. Real-time service monitoring and reporting gives you insight into how campaigns are progressing so you can continuously improve.

Positive customer experiences start with CSG Digital Self-Care. Talk to us today to learn how you can improve NPS and deliver experiences worth raving about.

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