

Global Media & Entertainment Brand Increases Sales Leveraging CSG Ascendon e-Gifting Capabilities

The Challenge

To stand out in a crowded digital landscape, brands are encouraging consumers to share their passion with the world through digital e-gifting. It is easy and convenient in the era when increasingly more consumers connect with each other digitally and represents a huge revenue opportunity. CSG had the opportunity to work with one of the world's largest media and entertainment brands to incorporate e-gifting in their digital strategy, yielding unprecedented results from an untapped revenue channel.

The brand's vision was to implement a digital e-gifting solution in the North American market to complement the release of their streaming video on demand (SVOD) service. The company already had a physical gifting solution available at their retail locations but lacked an online presence to allow the purchase of gifts digitally for others, such as family members, friends, work colleagues, or neighbors. The customer wanted to have a digital e-gifting solution in place by the upcoming holiday season. However, they realized they did not have the resources to meet the critical and time-sensitive demand using their SVOD solution. As a result, they approached CSG as a trusted commerce partner to explore implementing a seamless e-gifting solution as part of their SVOD service.

The Solution

With a short window available, the customer required an expedited, coordinated solution to power their dynamic and innovative e-gifting offer. By using CSG Ascendon, a SaaS, cloud-based digital monetization solution, the customer launched a digital commerce site rapidly, capable of guiding the consumer through the entire gifting journey securely and seamlessly.

Digital e-gifting accounts for nearly \$19 billion dollars globally in revenues, which is approximately 11% of all gift card spending.

The Results

The customer's e-gifting site was fully launched in time for the holidays, processing millions in gifting revenue in the first weeks of going live.

With the expertise and experience of CSG, the customer was able to deliver a complete end-to-end e-gifting solution to their consumers in less than three weeks. By utilizing the power of Ascendon, they were able to create new revenue opportunities quickly, while strengthening their brand and customer loyalty.

Based on the success of the campaign, the company is extending CSG's role in digital e-gifting beyond the U.S. market. The customer is looking for CSG to help them support an international rollout with language localization and in-market currency support to tap into the global e-gifting market.