



## CSG SMS SOLUTIONS

Keep customers engaged—and satisfied—using their most convenient channel

Fast. Easy. Frictionless. These are qualities consumers expect from your customer experience (CX). And no communication channel delivers them like SMS or text messaging.

SMS demands your customer's attention, but not their time. It causes far less disruption in their day than email or a phone call. Whether you're reaching out to a consumer with a payment confirmation, appointment reminder or special promotion, text is your best bet for getting it read.

- **Consumers read it.** They open texts at a rate as high as 98 percent (email is 20 percent)
- **Consumers trust it.** They receive spam through text at 1/19 the rate they receive it via email
- **Consumers engage with it.** They respond to texts at a rate of 45 percent (email is 6 percent)

### YOUR PRIMARY CHANNEL FOR PROACTIVE COMMUNICATION

Now SMS plays a central role in proactive communications, where customers expect up-to-the-minute information with minimal disruption. Whether an item they bought online is ready for in-store pick-up, their

medical appointment time is approaching, or their bill is coming due, customers want instant information they can act on. If you rely on less immediate channels for these communications, customers are likelier to miss them, creating friction and lost opportunities.

Coordinating SMS interactions with this level of detail—and at volume—is becoming standard for delivering competitive CX. But it can be challenging, costly and labor intensive.

**CSG offers SMS Solutions that provide engaging, automated, complex messaging programs, give users self-service functions, coordinate text communications with your other channels, and more.**

You can go beyond simple alerts and notifications to orchestrate two-way engagement through text. Customers can ask questions, reschedule appointments, make payments and more without leaving this simple, immediate communication channel.

With more than 35 years of experience in customer engagement, CSG understands the nuances of how customers interact with SMS and how it blends with their other communication behaviors.



With a powerful, cloud-based customer communication suite, we can support an array of SMS use cases including:

- Click-and-collect order notifications
- Appointment scheduling and notifications
- Payment reminders, processing and confirmations
- Fraud alerts
- Collections
- Surveys
- Public health alerts
- Patient adherence alerts
- Logistics

## PROACTIVE SMS IN ACTION

### THE CHALLENGE

A large national bank wanted to update customers on alternative ways of banking and potential branch delays due to social distancing and reductions in employee staffing on-site.

### THE SOLUTION

The bank proactively notified customers who were still using traditional banking about their mobile app, ATM and drive-thru offerings.

### THE RESULTS

CSG helped the bank send more than **6 million text messages within a 10-hour period.**

In addition to implementing sophisticated SMS programs with complex business rules, we can help you:



Measure message deliverability and results



Optimize communications according to your customer engagement goals



Integrate SMS communications seamlessly into mobile, website or IVR channels to provide a true omnichannel experience

**Are you optimizing SMS and text messaging to provide fast and seamless CX? Contact us today to learn more.**

## ABOUT CSG

For more than 35 years, CSG has simplified the complexity of business, delivering innovative customer engagement solutions that help companies acquire, monetize, engage and retain customers. Operating across more than 120 countries worldwide, CSG manages billions of critical customer interactions annually, and its award-winning suite of software and services allow companies across dozens of industries to tackle their biggest business challenges and thrive in an ever-changing marketplace. CSG is the trusted partner for driving digital innovation for hundreds of leading global brands, including AT&T, Charter Communications, Comcast, DISH, Eastlink, Formula One, Maximus, MTN and Telstra.

To learn more, visit our website at [csgi.com](https://www.csgi.com) and connect with us on [LinkedIn](#) and [Twitter](#).