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TOGETHER, YOU WIN.

MESSAGING THAT MOVES CONSUMERS

REPLY 'YES' TO TAKE CUSTOMER ENGAGEMENT TO THE NEXT LEVEL

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Americans check their phones an average of 96 times per day—or once every 10 minutes—and that rate is increasing. That means you have more access to consumers than ever.

What are you doing with it?

Brands that leverage text messaging to send confirmations, reminders, special offers and other key messages enjoy the fact they're almost always read. Texts yield open rates as high as 98 percent.

But messaging your customers is about more than just text. You can also incorporate images and video, as well as notifications through your app, to boost response rates and deliver better experiences. There's a variety of channels you can use to connect with customers during those numerous times they check their phone.

WHAT MESSAGING CHANNELS SHOULD YOUR BRAND BE USING? YOU HAVE OPTIONS:

→ Voice

→ SMS (short messaging service)

→ MMS (multimedia messaging service)

→ Mobile Push Notifications

The challenge becomes this: how can your brand use these channels together to the greatest effect?

CSG has a multichannel platform that lets you deploy all of these digital channels as part of a seamless, **layered engagement strategy**. Available as SaaS or PaaS, CSG's platform helps companies maximize every customer interaction, from outbound voice to video via MMS.

Here, we'll take a closer look at the three messaging formats, along with their strengths and use cases.

CSG HAS A MULTICHANNEL PLATFORM THAT LETS YOU DEPLOY MULTIPLE DIGITAL CHANNELS AS PART OF A SEAMLESS, LAYERED ENGAGEMENT STRATEGY

CASE STUDY: CONTACTLESS CURBSIDE

A pharmacy chain needed to create a contactless prescription experience while shortening the lines at its in-store and drive-thru pickup.

SOLUTION: CSG deployed an SMS check-in process that featured two-way messaging (e.g., curbside customers can provide the spot number where they parked) and transaction prompts for taking payment.

RESULTS: This **completely contactless process cut customer wait times** by seconds, improving employee efficiency and the customer experience.

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SMS

QUICK AND SIMPLE MESSAGING BUILT FOR TWO-WAY ENGAGEMENT

SMS is the most widely and frequently used text messaging format. It sends text-only messages over a cellular network. Brands can send and receive SMS messages with end subscribers using either toll-free numbers or short code. Each provides meaningful ways of engaging (see the comparison below).

SMS offers more than just high open rates—it generates response rates as high as 45 percent. The reason is convenience. With two-way engagement, you're giving consumers more convenient access to your brand than ever—producing higher response rates, lower call volumes, and a better, more engaging customer experience.

Need a patient to confirm an appointment? Or tap a link to pay their bill? You've made it as easy and seamless as it gets.

USE CASES

→ Click-and-collect order notifications

→ Appointment scheduling and notifications

→ Payment reminders, processing and confirmations

→ Fraud alerts

→ Collections notifications

→ And more

SHORT CODE
Sends SMS using a 5- or 6-digit number

Ideal for sending SMS in large volumes, like informational text blasts or public health alerts

Codes can be random or vanity

TEXT VIA TOLL-FREE
Uses a standard 10-digit toll-free number to send SMS

Ideal for 1-to-1 communications, like customer service interactions where a customer is familiar with your number

Can send texts using an existing voice number (text-enabled) for consistency

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CASE STUDY: VACCINE EQUITY & EFFICIENCY

A pharmacy chain providing COVID-19 vaccines needed to reach medically underserved populations.

SOLUTION: CSG provided an SMS solution that helped recipients schedule vaccinations and sent them appointment reminders. It also integrated to the pharmacy's systems that monitored dose availability at each store.

RESULTS: By coordinating vaccinations and reaching patients on the waitlist as doses became available, the SMS solution **minimized vaccine waste and maximized distribution.**

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MMS

RAISE YOUR GAME TO MMS TO DRIVE BETTER ENGAGEMENT AND UNLOCK NEW USE CASES

MMS can send and receive images (PNG, JPEG, GIF), audio, video, and PDFs along with text. The format is widely supported by top-tier U.S. carriers including AT&T, Verizon and T-Mobile, and messages default to SMS when it's unsupported.

MMS draws a stronger response from consumers and makes your calls to action catchier, flashier and more compelling.

USE CASES

→ Product demo GIFs and short informative videos

→ PDFs and videos to guide customers through self-installing new equipment

→ Retail and Grocery: Employees can send photos to confirm items being gathered for online customer orders

→ Healthcare: Visual reminders to take a prescription medicine or perform an exercise

→ And more

SEE THE DIFFERENCE

MMS

SMS

9:41

‹ Messages   Digico   Details

Digico: Timothy will arrive at your home in 45 minutes to install yournew appliance.

Thanks!

9:41

‹ Messages   Digico   Details

Digico: Timothy will arrive at your home in 45 minutes to install yournew appliance.

Thanks!

CASE STUDY: KNOW WHO'S COMING

A telecom discovered criminals were impersonating its field technicians to enter customers' homes. They needed a solution to help customers verify their technicians' identity.
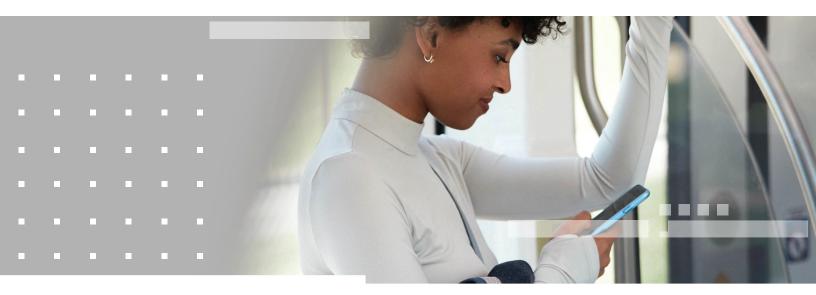
SOLUTION: CSG implemented SMS alerts with a link to tech's picture that update customers when their tech is en route.

RESULTS: The "Where's My Tech" notifications improved the telecom customers' satisfaction as well as their safety.

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PUSH NOTIFICATIONS

STRONGER CALLS TO ACTION FOR STRONGER CUSTOMER RELATIONSHIPS

Mobile push notifications are messages that pop up on a mobile or desktop device, often as alerts and calls to action. They require the customer to install a mobile application and enable them, and they're widely supported on platforms including iOS and Android.

Push notifications add a layer of engagement by driving customers to use your app. You can use push notifications for virtually any type of message you would otherwise send with SMS. The difference is your messages gain a layer of **visibility and immediacy** while promoting your app's "stickiness."

USE CASES

⟶ "Your data usage went down 14 percent this month"

⟶ "A movie in your watchlist will be unavailable soon—stream it today"

⟶ "You just saved $10 by enrolling in autopay"

⟶ "Don't forget—your bill is due on the 16th"

⟶ "Your technician will arrive at your home in 20 minutes"

⟶ "Great workout! You just earned a badge!"

⟶ And more

	SMS	MMS	PUSH
Sends Text	✔	✔	✔
Sends Images, Video, etc.	✘	✔	✘
Supports Two-Way Communication	✔	✔	✘
Requires Cellular Network	✔	✔	✘
Requires App	✘	✘	✔

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THE LAYERED ENGAGEMENT STRATEGY

CSG views customer touch points as opportunities to connect with your customers in meaningful ways. That's why we offer multiple messaging formats that provide you new communication channels and ways to seamlessly interact with your customers in a layered engagement strategy.

What do we mean by that? Adding channels where it counts. You identify the communications that are most pivotal toward your business goals (improved retention, increased revenue, reduced costs, etc.) and enhance those communications with the channel layers that drive better results.

Here's what a layered engagement strategy might look like for a property insurance company, as an example:

	SMS	MMS	PUSH	VOICE
Payment Reminders	■		■	■
Renewal Communications	■	■	■	
Policy Questions & Answers	■	■		■
Home & Safety Tips	■	■	■	
Claim Info/Photo Submission	■	■		■
Claim Status Updates	■		■	■

How might you use more messaging channels to strengthen your brand? Would you be offering SMS for the first time? Or building on your existing text programs with MMS and mobile push notifications to drive even better engagement? Either way, you would be creating easier experiences that draw faster responses from your customers. And CSG gives you the tools to do it all.

Want to learn more about how CSG can take your customer experience to the next level? Connect with us today.

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 provider for driving digital innovation for hundreds of leading global brands, including Airtel Africa, América Móvil, AT&T, Charter Communications, Comcast, DISH, Formula 1, Hutchison 3 Indonesia, Inmarsat, Mastercard, Maximus, Mobily, MTN, New Leaf Service Contracts, State of California DMV, TalkTalk and Telstra.

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