



### **So many choices, so little time**

Your company provides great service packages and products—but are you making it easy for customers to find them? With different speed tiers, channel packages and add-ons, it can be overwhelming for customers to pick the offers that work best for them.

Finding the right offer can be just as overwhelming for your agents. If they don't have insight into each customer and their preferences, agents might present them with an offer that's the most generic—or the cheapest.

Increase your profitability and customer satisfaction with AI-powered recommendations from ACP Optimized Sales. Help customers find and buy the perfect packages, and give agents the insights they need to upsell offers.

### **ACP optimized sales**

ACP Optimized Sales simplifies the process of matching customers with the best offer so you can increase uptake and Average Revenue Per User (ARPU). The solution delivers predictive, optimized offer recommendations powered by Actifai artificial intelligence (AI) and machine learning (ML). With ACP Optimized Sales, agents can discover, capture and maximize value by selecting the most relevant customer offer based on their circumstances, behaviors and needs.

### **Intelligent customer lifecycle management**

ACP Optimized Sales spans both sales and ordering, providing predictive offer recommendations through ACP's Order Workflow and Interactive Sales Wizard. This expanded ACP Care experience creates a powerful new lifecycle management flow that supports agents from offer recommendation to order entry and order commit.

### **Dynamic sales demand management**

Recommend the single best offer for each customer in real time by incorporating available demographic, competitive and behavioral information, along with the customer's unique circumstances and needs. The offer is based on AI generated recommendations backed by machine learning models that apply over a million transactional data points from similar consumer engagements.

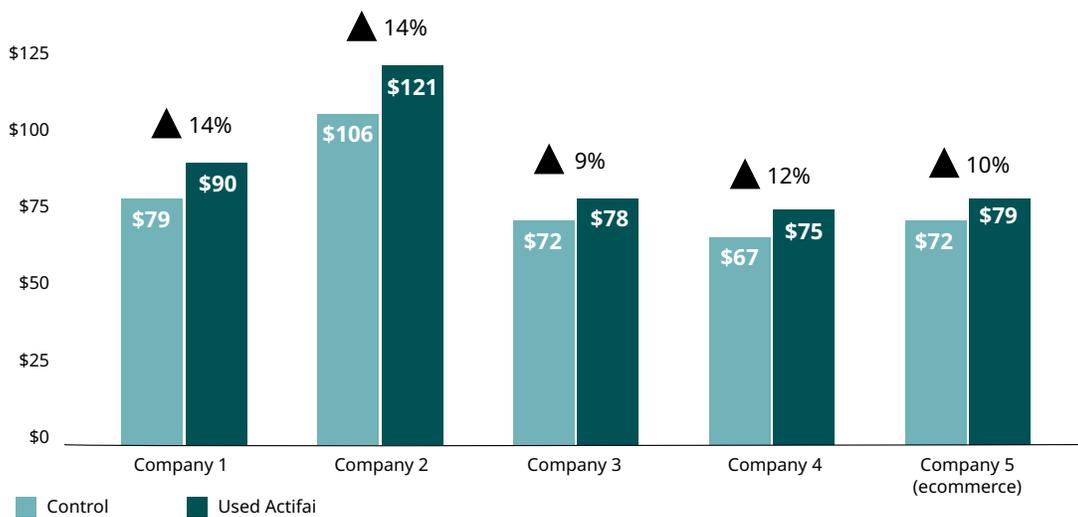
### **Proven increases in ARPU and sales**

Help your agents sell better with customized selling points and webflows that reinforce why the recommended offer suits the customer best and AI-powered algorithms that adapts over time as interests and customer behaviors change improve over time. ACP Optimized Sales helps identify the optimal offer to maximize ARPU and Lifetime Value (LTV), as well as suggesting upsells based on key criteria and determined probability of success.

**Real-world data demonstrates that agents who use AI-powered offer recommendations can:**

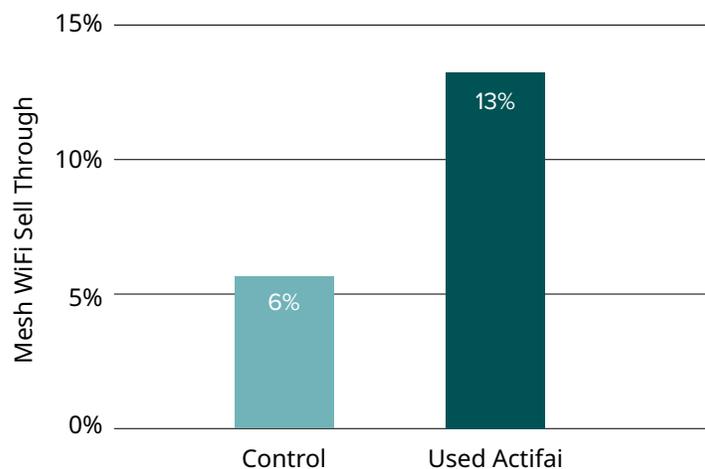
- Increase their sales close rates up to 5%
- Increase ARPU by up to 14% per order
- Double upsell and cross-sell conversion rates

**ARPU Results - Impact of Using Actifai**



Source: Actifai

**Upsell Example - Impact on Mesh WiFi sell through using Actifai**



Source: Actifai



## ACP Optimized Sales Benefits

### Increase average revenue per customer

- Help agents sell the best-value offer, instead of the lowest-priced one
- Provide agents with leading questions and selling points to reinforce the value
- Improve sales conversion and upsell rates

### Empower agents to boost sales

- Help agents meet their sales goals with an improved agent experience
- Visualize sales activities upstream and guide customers to highest value offer
- Manage offer recommendations and customer care from a single application in ACP Care.

- Complete offer selection, job scheduling and order completion in a single order flow
- Source offers from a single catalog using more precise segment targeting

### Increase customer satisfaction

- Match customers with the offers and services that best suit how they use your services
- Make your products, services and offers easier to understand
- Increase customer confidence in the choices they make
- Simplify and speed up the ordering process by ensuring orders are right first time and can be fulfilled

## About CSG

CSG empowers companies to build unforgettable experiences, making it easier for people and businesses to connect with, use and pay for the services they value most. Our customer experience, billing and payments solutions help companies of any size make money and make a difference. With our SaaS solutions, company leaders can take control of their future, and tap into guidance along the way from our more than 5k-strong experienced global team.

Want to learn more about how to be a change maker and industry shaper like our 1,000-plus clients? Visit [csgi.com](https://www.csgi.com) to learn more.