



Modernize your customer's subscription experience with CSG Ascendon

How launching innovative services today can drive revenue-generating relationships tomorrow.





CSG Ascendon is the most intelligent subscription management platform in the industry, connecting customers to services, creating maximum value for your business.

What is CSG Ascendon?

An intelligent subscription management platform, designed to make your business work better.

CSG Ascendon is a configurable technology solution that offers dynamic customer subscription billing, offer management, payments, customer support tools, and reporting analytics dashboards.

Our extensive subscription management capabilities allow you to offer straightforward recurring subscriptions today and build to more complex multidimensional subscription and usage models in the future.

This evolved customer model radically improves how you can serve your customers and gives them the power of choice around subscription iterations, payments, permissions, and notifications. The ultimate result is longer-term relationships that deliver more value and greater affinity for your brand.

What CSG Ascendon delivers to your business.

Improves how you serve your customers so you can maximize revenue potential and long-term value.

CSG Ascendon provides you with effortless management of your customer, their identity, profile, and preferences. You are empowered with the ability to put behavioral information to work in serving your customer more effectively.

Implementing CSG Ascendon can result in a significant customer management cost reduction by enabling your customers to care for themselves through intuitive self-service options.

Cloud native capabilities from Amazon Web Services (AWS) enables the platform to operate efficiently and scale infinitely to support your business. And having a cloud-hosted Software as a Service (SaaS) ensures your business is up and running 24x7x365 in a world-class infrastructure.

By giving your customers the ability to upgrade, downgrade, or swap their subscription offerings, you can increase lifetime value of your customer by offering them an alternative to cancelling and moving their business to another provider.

What CSG Ascendon can mean for your customers.

A more personalized approach to subscription services, providing the right offer at the right time.

Custom offerings using customer profile information, history, and externally sourced data puts the right offer in front of your customers at the right time — and ensures you are maximizing revenue potential.

Subscription packaging enables you to bundle subscriptions, creating the most compelling customer offerings.

CSG Ascendon provides the flexibility to meet changing consumer demands along with the agility to deliver a seamless experience across all devices, meeting the customer on their terms, in their time.

Allow your customers to pay through all the most popular payment methods in the market - credit or debit cards, loyalty programs, gift cards or third-party billing / charging systems. Flexible payment options are what customers want and CSG Ascendon can enable you to provide it.

How working with CSG Ascendon can make a difference.

A partner who is committed to understanding your unique subscriber experience and business goals ... and a technology that is future ready.

The CSG Ascendon platform is an evergreen solution. It receives continuous functional and nonfunctional updates so you can stay ahead of competition. The platform is integration ready and provides over 300 APIs to ensure quick and seamless integration into your broader infrastructure.

Subscription insights are at your fingertips with CSG Ascendon's reporting and analytics engine. You have all the key performance indicators to make your next strategic decision. Insights enable you to forecast upcoming churn and get ahead of customers leaving with effective save offers.

You have the ability to interact with your CSG Ascendon team at a variety of levels, at any time, to monitor daily activities and overall progress of the project. Rather than a transactional arrangement, we prefer a collaborative environment, and provide responsive care when handling your project needs from concept to installation through ongoing support.

CSG Ascendon provides everything you need to put your focus where it should be ... on improving your customer experience and monetizing opportunities.



AI delivers valuable behavioral insights



Reporting and analytics at your fingertips

Put CSG Ascendon to work for you.

Call +1 303 200 2000 today for a no cost one-on-one business assessment.

To learn more, visit csgi.com