CSG Communication Builder

Deliver consistent and compliant brand communications across print and digital channels

Making a small change to customer non-statement communications is a big headache. You ask for a form field or signature update, and you're lucky if the change will happen in four to six weeks. When your content is finally updated, there's another problem. You have the latest content, but everyone else is using outdated templates.

Maintaining consistency isn't only important for compliance—it's essential for an exceptional customer experience. Almost 90 percent of customers think companies could do a better job of providing a seamless experience across channels. But when it takes months to make a simple change to the design of a letter or email, your customers won't get the right information.

Speed up the communication design and approval process with CSG Communication Builder.

One Template and One Look and Feel, Delivered to Multiple Channels

CSG Communication Builder is a SaaS document composition platform that empowers you to design print and digital communications with a few simple clicks from your web browser. Use preset templates with your brand standards (font, logo, photography), without worrying about whether they're up to date. When you're working on a new design, view shared content in the content library and re-use existing templates for the least amount of work.

Want to personalize your communications? No problem. With Communication Builder, it's easy to add dynamic fields to any message. You can customize text and images based on customers' preferences, behavior or demographics.

CSG Communication Builder equips you to personalize any document and build brand consistency:

- Regulatory and compliance mailings
- Change of service confirmations
- Letters and notices (e.g. delinquency, cancellation, upgrade, customer service)
- Direct marketing
- Email communications

BRAND CONSISTENCY CAN INCREASE REVENUE BY 20%

Source: State of Brand Consistency report by Lucidpress

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More Organization with Less Work

Different departments send different messages— accounting sends invoices, marketing sends promotions, and so on. But customers don't see your business as different departments—they see one unified company. When communications aren't designed, tested, and approved on time, it impacts your business at every level including the customer experience.

CSG Communication Builder is self-service, allowing departments to change and test designs for both print and digital channels at their convenience without waiting on IT to make changes. The platform is simple and intuitive to use, with no-coding required. Unifying all communications into one place, it's stress-free to review and approve content and maintain compliance, all in real-time.

Let Data and Efficiency Lead The Way

CSG Communication Builder allows you to approve and design content from the same platform, speeding up approvals and time to production.

Use message previews and data-driven tests to better gauge the impact of your content before campaigns go live. Edit the approval workflow to ensure the right users are approving content before production.

Communicate at Scale Across Channels

CSG produces and distributes over 1 billion print and digital communications every year and manages 50 billion interactions across the globe. As a Top 10 USPS First Class Mailer, we process and mail 24 hours a day, seven days a week, so we're ready whenever you are. Want to move to digital? We've helped clients achieve print suppression levels of up to 67 percent.

CSG Communication Builder integrates into CSG Xponent, a customer engagement platform designed to deliver intelligent experiences across channels. Xponent ingests data, builds profiles built on preference and behavior and triggers real-time decisioning to ensure the right customer is being contacted at the right time.

Ready to move from complexity to consistency? Contact us today.

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** to learn more.