CSG Policy Control

Monitor, control and monetize

Customers want plans and services as individual as they are. In response, operators need to provide personalized customer journeys tailored to the individual requirements of their customers. For instance, enterprise customers want different data plans and different service levels than gamers. Social networkers are different to remote workers. There is no one-size-fits-all approach when it comes to data plans and services.

Effective data management and policy control is at the core of delivering the experiences that customers demand, with real-time integration of defined and dynamic preferences. Policy control anticipates the customer journey, integrating real-time charging, self-care, payment methods and notification strategies. Operators can then engage the customer in experiences relevant to when and where they are to deliver the ultimate personalized subscriber experience.

With the efficient use of network resources and the provision of outstanding customer experiences, operators can maximize the key monetization opportunities within these hyper-personalized customer journeys.

Monetize the customer journey

CSG Policy Control integrates seamlessly with CSG charging solutions for rapid monetization of the customer journey, from onboarding to upselling innovative use cases such as 5G plans, dynamic pricing, roaming bundles and sponsored data. CSG's 5G-ready Policy Control offers speed and quality of service (QoS) based tiers, premium pricing for low latency, API-based pricing and new models for network slices. The solution ensures operators can cater to the needs of all their customers over all access technologies, including 5G, with any device at any location.

With CSG Policy Control, operators can monetize the customer journey by leveraging revenue-generating personalized plans and experiences that exactly match the dynamic needs of all customers, whether they are prepaid, postpaid, roamers, enterprises, 5G users or IoT devices.

Key use cases

Subscriber Quality of Experience Management

- Deliver real-time, personalized, immersive experiences to any subscriber on any device, whether they are at home or roaming

Application-based charging

- Differentiate with a range of application-based plans to target gamers, social networkers, heavy users of streaming, etc.

Turbo-boost /Bandwidth on demand

- Allow customers to purchase extra bandwidth when they need it to watch a movie or a sporting event

Monetization of over-the-top (OTT) content and services

- Create a new revenue stream by partnering with OTT content providers to offer targeted personalized bundles, combining relevant QoS with content for the best possible customer experience

Tiered Service Levels

- Offer tiered service-level plans to ensure that customers have the service they need, when they need it

Tethering Detection

- Offer premium multi-device plans to customers to increase ARPU and increase satisfaction by detecting and blocking unauthorized tethering in real time

Enterprise plans

- Increase revenues by enabling enterprise customers to tailor usage, plan and quality of service to match their unique data requirements and priorities
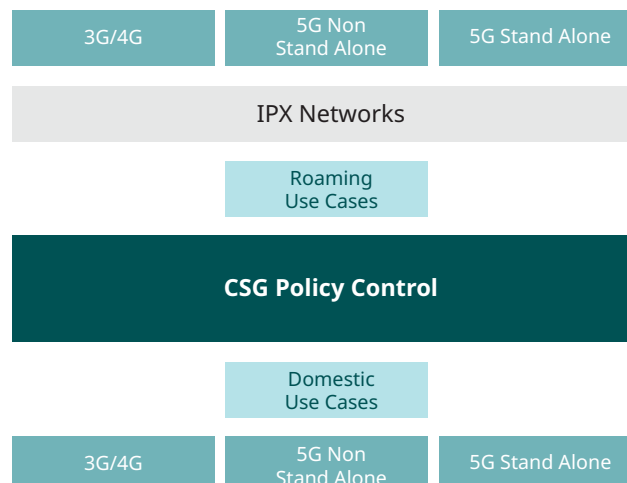
IoT Monetization

- Support complex pricing models and ensure QoS to support service level agreements needed for monetizing IoT devices

Rapid monetization of mobile data traffic

- Create and monetize mobile data plans and promotions, straight to subscribers' devices in minutes. Boost revenues and expand market share with innovative plans and promotions, including tiered service packages, pay-per-use plans and flexible payment options, including microloans, gifting and referral offers.

Migrate to a 5G network with ongoing support for 3G/4G/5G hybrid scenarios

3G/4G	5G Non Stand Alone	5G Stand Alone

IPX Networks

Roaming Use Cases

CSG Policy Control

Domestic Use Cases

3G/4G	5G Non Stand Alone	5G Stand Alone

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Conclusion

CSG Policy Control includes 4G PCRF and 5G PCF capabilities and supports operators as they build out new dynamic digital services and offers over 4G and 5G networks. The cloud-native and microservices-based solution offers a clear evolutionary path to a complete 5G BSS, while ensuring that operators maximize the revenue-generating opportunities throughout the migration process.

Benefits

- Network-vendor agnostic solution - stay free from proprietary vendor solutions. Seamlessly integrate to Business Support Systems (BSS) and network components irrespective of vendor or type for any network and service

- Power the rapid monetization of 4G and 5G dynamic digital services including key uses cases such as Voice over New Radio (VoNR), Network Slicing and Edge

- Driving a step-wise migration from 3G/4G to 5G networks with support for 3G/4G/5G hybrid scenarios

- Transform existing infrastructure to harness 5G potential with minimal disruption

- Scale to support networks of any size with agility and flexibility

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.

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