

# CSG Xponent Ignite for Telecommunications

We live in an age where customers demand exceptional experiences. But not all experiences are created equal. In the competitive landscape of telecommunications, your business is expected to measure up to the latest and greatest experiences delivered by digital natives. With streaming share now surpassing cable, this means customers expect you to deliver on the personalization, reliability, and self-service experiences that they get from the likes of Hulu, Netflix, and Amazon Prime Video. In the mobile space, there is pressure to compete with the digital disruptors like WhatsApp and Facebook Messenger in the same way.

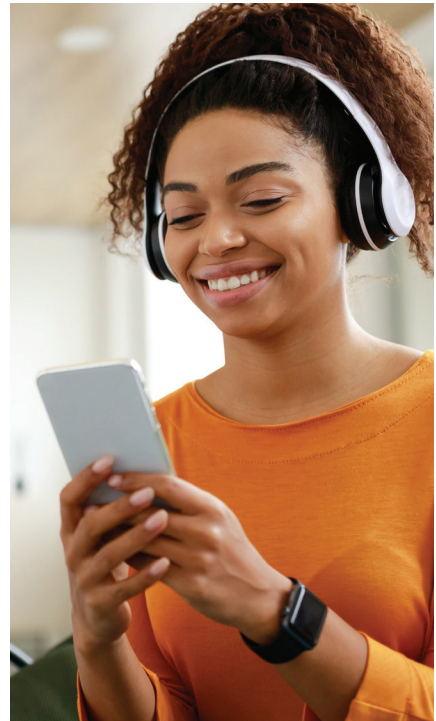
## Challenges in Delivering Strategic CX

Today, Communication Service Providers (CSPs) need to provide proactive and contextual omnichannel communications to drive real time customer engagement to move the needle on CX. But CSPs are struggling with:

- Connecting legacy systems and siloed data that are hindering actionable CX improvements.
- Building an enterprise-wide strategy with proven ROI when there are competing cross-functional priorities and resource constraints.
- Enabling digital-first experiences to increase self-service and cater to individual preferences.
- Delivering contextually relevant experiences in real-time (e.g., not upselling when consumers are experiencing an outage).

These complexities require organizations to take a different approach – a journey-centric approach to customer engagement – driven by real-time and right-time customer journeys to guide consumers towards ideal outcomes.

**With all this talk about customer journeys,  
where do you even start?**



90%

SAY IDENTIFYING WHERE  
TO START IS CHALLENGING

88%

SAY IT IS DIFFICULT TO BREAK  
DOWN INTERNAL SILOS TO  
GAIN A HOLISTIC VIEW

62%

SEE DECREASE IN SALES OR  
CUSTOMER LIFETIME VALUE  
AS A RESULT OF POOR CX

A commissioned study of  
480+ CX leaders conducted  
by Forrester Consulting on  
behalf of CSG.

## CSG Xponent Ignite for Telecommunications

CSG Xponent Ignite for Telecommunications is a customer engagement solution built specifically for the industry. Based on our 40+ years working with CSPs and 400+ clients we serve, we've synthesized best practices and created a solution to accelerate your success – tied to your business goals, and pre-built to quickly deploy, measure, and optimize meaningful customer journeys. The next generation of customer engagement is here with the promise of shortened time to value and better business outcomes – all at a low risk to your organization.

TOGETHER WE WILL:

### 1. Prove the Business Case

We'll conduct an interactive workshop with your team at no cost to understand your organization's level of CX maturity and identify opportunities to drive desired business outcomes.

### 2. Implement Telecommunications-Specific, Pre-Built Journeys

Start orchestrating meaningful customer experiences by initiating the most important journeys with minimal IT effort.

### 3. Connect Siloed Data with Pre-Configured Integrations

With relevant business metrics in focus, leverage our API library with hundreds of connectors to streamline and seamlessly connect to your tech stack without ripping and replacing.

#### Quickly Understand Areas of Immediate Opportunity

- CX Maturity Model
- ROI Calculator

#### Quickly Go Live with These Journeys

- Purchase Devices, Bundles, and Offers
- Fees and Charges Notifications
- Service Appointments
- Voice Complaints
- Late Fees and Settle Collections
- Renew and Upgrade Contracts (including Promo Roll-Off)

**Use first-party data to achieve up to a 2.9X revenue lift and a 1.5X increase in cost savings**

At the core of Xponent Ignite for Telecommunications is CSG Xponent, our award-winning, industry-leading engagement solution that combines best-in-class customer journey orchestration, journey analytics, communication management, and a customer data platform. Xponent unlocks a new reality – transforming your vision of better customer engagement into tomorrow's extraordinary experiences, orchestrated in real-time.

**Get started with our free CX Maturity Model to uncover how you can take your business to the next level.**

