



BECOME A CSG PARTNER

Is delivering great customer experiences a strategic goal for your clients? At CSG, we enable companies to implement solutions that accelerate their CX initiatives. Our partners can address their customers' most important CX challenges while driving their own new revenue streams and increasing ROI.

THE POWER OF PARTNERSHIP

Can you provide your customers a consistent experience across **all channels (voice, text, IM, print)**, both **online and offline**? If you're not providing the experience they expect, can you risk losing one in three customers who leave a brand they love after just one bad experience?

Self-service has become a major competitive advantage. Are your customers able to provide contactless, frictionless options? Do they have the expertise to leverage AI to improve customer experience?

Through a CSG partnership, you can offer solutions that will quickly meet the most complex customer experience challenges with impressive ROI.

CSG HELPS YOU HELP YOUR CUSTOMERS

Your Success Is Our Success

We work better together. CSG and our partners have been able to generate revenue and deliver value for a variety of use cases:

- **Mission-Critical Alerts and Notifications**—Able to send **over 2 million SMS messages per hour** and reduce average cost to call by **46 percent**
- **Emergency Communication Programs During COVID-19**—Scaled to support up to **1 million inbound calls** to check COVID-19 vaccine status
- **Protect Your Brand & Improve Answer Rate Solution**—Remediate and remove **100 percent** of outbound spam tags and improve answer rates by **45 percent**
- **Loan Status Tracker**—Realize **ROI in less than 3 months** and reduce loan expenses by **25-30 percent**
- **Bill Payment and Collection**—Reduce average cost per customer by **over 50 percent** and increase payment collection by **35 percent**



WE LEVERAGE OUR ROBUST CUSTOMER ENGAGEMENT ECOSYSTEM AND BEST PRACTICES TO HELP CUSTOMERS SOLVE THEIR TOUGHEST BUSINESS PROBLEMS.

WHAT WE OFFER

As a CSG partner, you'll receive valuable sales, technical, business, marketing and training resources to stand out in the marketplace. CSG actively works with you during all phases of the customer life cycle: presales, implementation, and post-sales support. We have the people, processes and technology in place to design and deliver game-changing solutions.

- Provide **new revenue streams** for your company
- **Generate new leads** (2x)
- Increase **deal size** (<50 percent)
- Increase your deal **ROI**
- Shorten your **sales cycle**

WHY CSG

For more than 35 years, CSG has simplified the complexity of business, delivering innovative customer engagement solutions that help companies acquire, monetize, engage and retain customers.

We leverage our robust customer engagement ecosystem and best practices to help customers solve their toughest business problems.

Those are the kinds of results our partners have seen when they work with CSG. Whether you're trying to increase pipeline, improve customer experience or collaborate on technology delivery, we're here to help you meet and exceed your business goals.

LET'S TALK

If you have the expertise, industry experience and geographic coverage that would make you a great partner, we'd love to hear from you. Email us at partners@csgi.com for more information.