

## Smart(er) Notifications Real-Time, Contextual Notifications

An “omni-channel approach” to customer experience (CX) isn’t just about being in every channel, it’s about cutting through the clutter to add value to customers’ lives as they interact with your brand. But in today’s digitally connected world, notification volumes are at an all-time high with SMS skyrocketing by 950%, voice increasing 270%, and email growing another 145% in the past year alone. While quantity continues to grow, quality of these notifications is not as impressive.



### Today’s Notifications Are

- **Poorly Timed** – Batch and blast communications often hurt more than help. Think of a customer receiving a promotional offer while in the middle of dealing with a customer service issue or a customer getting a discount offer for an item they purchased yesterday.
- **Unseen or Ignored** – Many companies are unable to calibrate customer communication preferences on an individual basis. This looks like only sending appointment reminders via email or spamming customers with the same message across every channel.
- **Irrelevant** – Beyond leveraging notifications to capture attention, your notifications need to prompt and engage the customer in a certain behavior. Without the right degree of personalization and context included in a message, notifications are immediately deleted, and your brand is ignored.

### The Smart(er) Approach

CSG combines two best-in-breed technologies – CSG Xponent Engagement Channels and CSG Xponent Customer Journey Management. When real-time interactive messaging is paired with contextual behaviors through journey activation, the result drives customer action while improving operating processes.



## Real-Time Journey Insight with Micro-Surveys

Smart(er) Notifications goes one step further in orchestrating omni-channel notifications by gathering immediate feedback through micro-surveys to provide more relevancy and value to the notifications.

## How It Works

### See



Observe customer behavior across channels and update customer profile

### Think



Interpret behaviors and determine the best next action for the customer

### Act



Engage and orchestrate engagement via preferred channels

### React



Cultivate two-way interaction by reacting to inbound responses from customers

## Example Use Cases In the Market

- Appointment Notifications
- Automated Collections
- Fraud Notifications
- Order Reminders
- Cart Abandonment Follow-Up
- Problem/Issue Alerts
- Compliance Adherence

## The Proof

### Case Study: Intelligent RX Reminders

A major retailer pharmacy needed a more efficient and cost-effective refill process.

With Smart(er) Notifications, this complete cloud service **increased refills by 244%, realized an additional \$15.5M in incremental monthly**

### Case Study: Fraud Notifications

A top ten global bank needed to streamline its time critical notifications for suspicious card usage.

Smart(er) Notifications enabled significantly **faster notifications (delivery in 10 seconds rather than 10 minutes), 12% reduction in inbound calls and 46% in cost-per-call due to early notification and clear call to action.**

### Case Study: Connected Upsell

A top tier telco provider had too many generic offers that increased subconscious opt-outs.

Smart(er) Notifications delivered an **111% increase in email engagement, 336% upsell success, and 887% ROI** on the journey project.

### 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](https://www.csgi.com) to learn more.