

# CSG Xponent Ignite for Financial Services

We live in an age where customers demand exceptional experiences. But not all experiences are created equal. In the competitive landscape of financial services, your business is expected to measure up to the latest and greatest experiences delivered by digital natives. Brands like CashApp and Venmo that started out as person-to-person payments now offer bank accounts, loans, credit cards, etc. These fintech startups offer an easy customer experience because they have a simplified business model with no branches, agents or complexity. Regardless of the difference in business model, customers still compare their easy interactions with these companies with the experiences you deliver. In fact, **88% of financial institutions believe their business will be lost to standalone fintech companies in the next five years** (PWC).

## Re-imagine Customer Engagement with Data Agility and Personalized Omnichannel Experiences

Today, traditional financial services organizations need to provide proactive and contextual omnichannel communications that leverage data and drive real-time customer engagement to move the needle on CX. But these businesses are struggling with:

- Connecting legacy systems and gathering data to make real CX improvements.
- Building an enterprise-wide strategy with proven ROI when there are competing cross-functional priorities and resource constraints.
- Lack of awareness on what solutions could deliver on business goals.
- Enabling digital-first experiences to increase self-service and cater to individual preferences.
- Delivering relevant and personalized experiences in real time across both offline and online channels.

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%

OF CX LEADERS SAY  
IDENTIFYING WHERE  
TO START IS CHALLENGING

88%

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

76%

SEE DECREASE IN SALES AND  
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 Financial Services

CSG Xponent Ignite for Financial Services is a customer engagement solution built specifically for the industry. Based on our 40+ years of expertise and serving three of the Top 5 Banks in America, 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 Financial Services-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 Built for Financial Services

With relevant business metrics and customer journeys 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

- Receive and Activate Cards
- Receive and Pay Bills
- Pay Late Fees
- Report Suspicious Behavior
- Proactive Alerts and Fraud Notifications

**Brands that use first-party data achieve up to a 2.9X revenue lift and a 1.5X increase in cost savings.**

At the core of Xponent Ignite for Financial Services 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.**

