CSG Xponent Ignite

Spark Journey-Driven Customer Experiences Tailored for Your Industry, Your Customers and Your Business

We live in an age where customers demand exceptional experiences. But not all experiences are created equal. Regardless of industry, your business is expected to measure up to the customer's latest and greatest experience. This means delivering on speed like Amazon, personalization like Netflix, customer support like Apple, and impact like Nike.

Ignite Customer Engagement with an Industry-Specific Playbook

Orchestrating customer experiences is more than software or sticky notes on a whiteboard. Today, leading organizations face several challenges when it comes to moving the needle on customer experience (CX):

- Turning CX vision into action with competing priorities across cross-functional teams.
- Proving return on investment without sinking money into another solution.
- Tight budgets and labor shortages hindering resource availability.
- Legacy systems and siloed data getting in the way of journey improvements.

These complexities require organizations to take a different approach—one that leverages industry best practices, drives change in months (not years), and ultimately guides customers to ideal outcomes that improve revenue and loyalty.

Tackling customer journeys can seem daunting. 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

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.

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CSG Xponent Ignite

CSG Xponent Ignite is a customer engagement solution built for your specific industry. Based on our 40+ years of deep expertise across a variety of industries, and knowledge from orchestrating 50 billion omnichannel interactions around the globe, 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 maturity in customer experience and identify opportunities to drive desired business and customer outcomes.

2. Implement Industry-Specific, Pre-Built Journeys
Start orchestrating meaningful customer experiences by initiating the most important journeys for your specific industry with minimal IT effort.

3. Connect Siloed Data with Pre-Configured Integrations
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

- Purchase Devices, Bundles and Offers
- Fees and Charges Notifications
- Appointment Reminders
- Voice Complaints
- Late Fees and Settle Collections
- Fraud Notifications

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 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.

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