⁝⁞ CSG Xponent
Ignite

CSG Xponent Ignite for Retail

We live in an age where consumers demand exceptional experiences. The retail industry, as we know it, has changed forever and will continue to be disrupted. What was once tried-and-true brick-and-mortar is a new reliance on rapid pick-up systems, QR codes and same day delivery. The experience economy is booming with an endless amount of choice to satisfy the ever-evolving consumer need for instant gratification.

> **More than 80% of consumers are embracing new shopping habits post-COVID**

Capture Consumer Attention and Drive Conversion with Proactive and Personalized Journeys

Orchestrating customer engagement is more than software, coupons and Black Friday sales. Today, retail organizations face several challenges when it comes to moving the needle on CX:

- Coordinating a consistent experience as consumers switch between online and in-person touchpoints or merge both at the same time.
- Enabling digital first experiences such as social shopping and live commerce to increase self-service and cater to individual preferences.
- Delivering personalized, relevant and contextual experiences (e.g., not upselling when consumers are trying to return an item) that drive action.

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%
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.

CSGI.COM

CSG Xponent Ignite for Retail

CSG Xponent Ignite for Retail is a customer engagement solution built for the retail industry. Based on our successes working with retail organizations, 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 Retail-Specific, Pre-Built Journeys
Start orchestrating meaningful customer experiences by initiating the most important, pre-built journeys with minimal IT effort.

3. Connect Siloed Data with Pre-Configured Integrations Built for Retail
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
- Acquisition/Cart Abandonment
- Onboarding a New Product or Service
- Receiving Personalized & Targeted Offers
- Loyalty Rewards & Subscriptions

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.