



**HOW DO YOU DELIVER A PERSONALIZED
EXPERIENCE, ACROSS YOUR
TELECOMMUNICATIONS
ORGANIZATION—ALL IN REAL TIME,
ANYWHERE?**



Customers and business alike expect intelligent digital interactions

Your customers rely on you to provide proactive and contextual omnichannel communications to share up-to-date and relevant information. They want timely, contextual and intuitive communications—from updates on their bill status to notifications about device shipments, and personalized offers based on their purchasing behavior.

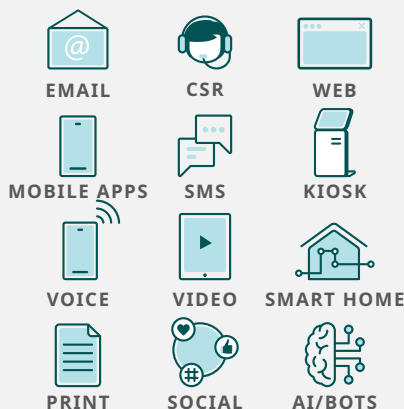
They depend on you to deliver the communications they need, when they need them, wherever they are. They need solutions that help them to manage or resolve more easily on their own.

However, siloed communications, teams, and data make reimagining customer notifications a daunting task.

59% OF 121 SURVEYED CX TELCO EXECUTIVES HAVE EXPERIENCED POOR CUSTOMER RETENTION AS A CONSEQUENCE OF HAVING POOR CX — FORRESTER

Engagement is complex—and becoming even more so

8+
customer channels
(on average and growing)



4-6
departments w/countless
individual stakeholders & KPIs

- Marketing
- Customer Care
- Finance/Billing
- IT
- Operations

10s
of data stores and
front-/back-office systems

- Billing
- Field Service
- Order Mgmt.
- Loyalty Mgmt.
- Social Marketing
- Marketing Campaign Mgmt.
- Contact Center

The problem in view

CONSUMERS ARE...

2.4x

more likely
to stay with a brand
when it solves their
problems quickly

2.7x

more likely to spend
more at a brand
when it
communicates clearly

BUT ONLY...

13%

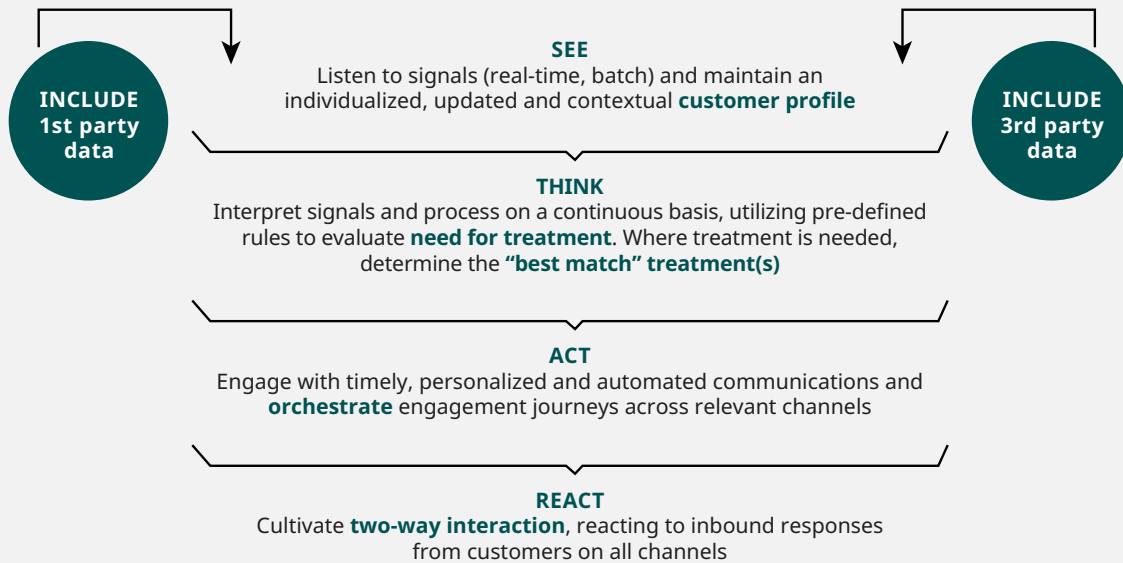
of business leaders say their
companies can react to CX
issues in real time with
existing systems

Your customers expect easy experiences in real time, everywhere

Where do normal notifications fall short?

Today's notifications are not timely, nor personalized and deliver to the wrong audience. A smart(er) approach is required to deliver consistent, next generation communications to build trust with your customers and create easier experiences.

What will it take to deliver smart(er) notifications that wow your customers?



How do proactive, predictive, omnichannel communications give customers the best next action they didn't even know they needed?

NEED	PROMO ROLL OFF	UPSELL	PAYMENT REMINDERS	CROSS SELL
SEE	Customer's introductory rate is about to expire (and raise monthly bill)	Customer shows increasing activity requiring higher connection speeds	Customer's activity shows risk of account going overdue or into collections	Customer logs into account portal to check account or order details
THINK	Determine optimal upsell/cross-sell package to offer based on customer profile	Determine speed upgrade bundle best suited to the customer profile	Determine message and timing based on segmentation, regulations and prior communications	Determine which products would benefit the customer based on profile data
ACT	Send proactive offer over customer's prefer channel(e.g. email, SMS)	Send speed upgrade offer personalized to address the customer's higher-speed activity	Send proactive and compliant SMS payment reminders	Prompt customer with notifications about other products they should consider
REACT	If customer fails to accept offer, flag account as a churn risk to engage with retention campaign	If customer purchases upgrade, begin sending personalized messages/offers tailored to higher-speed users	After payment, customer receives confirmation and a note on what to expect for future payments due	If customer has clicked on the notifications, customer is entered into (or continued on) outbound campaigns associated with the product(s)

CSG powers these experiences for your customers by complementing your existing tech stack

You need a trusted provider to help you power your customers' experiences. A provider that elevates your customer engagement through continuous innovation. CSG will help you deliver extraordinary experiences at every step of your customer's journey.

WE'RE ALREADY DELIVERING FOR OUR CSP CLIENTS

UPSELL NOTIFICATIONS

336%
Increase in conversions
887%
ROI on initiative

TECH APPT MANAGEMENT

40%
Increase in digital channel usage
30%
Decreased calls to the contact center

COLLECTIONS JOURNEYS

50%
cost reduction
3%
reduced roll rate

THEY ARE NOW POSITIONED TO:

- Eliminate their data silos
- Pull actionable insights from enterprise-wide data
- Connect all their communication channels to a single decisioning interface
- Personalize experiences for every customer in real time

CSG OFFERS THE BEST PATH FORWARD TO TRANSFORM YOUR CX AT SCALE



BETTER BUSINESS OUTCOMES

Real-time "behavior signals"-based methods that provide actionable insights and drive proactive treatments



FASTEST TIME-TO-VALUE

Rapid realization of first use cases and accelerated incremental value with easy "snap-in" of new use cases and scenarios



LOWEST PROJECT RISK EXPOSURE

Modular OTT/overlay solution provided as a fully managed service with usage-based pricing



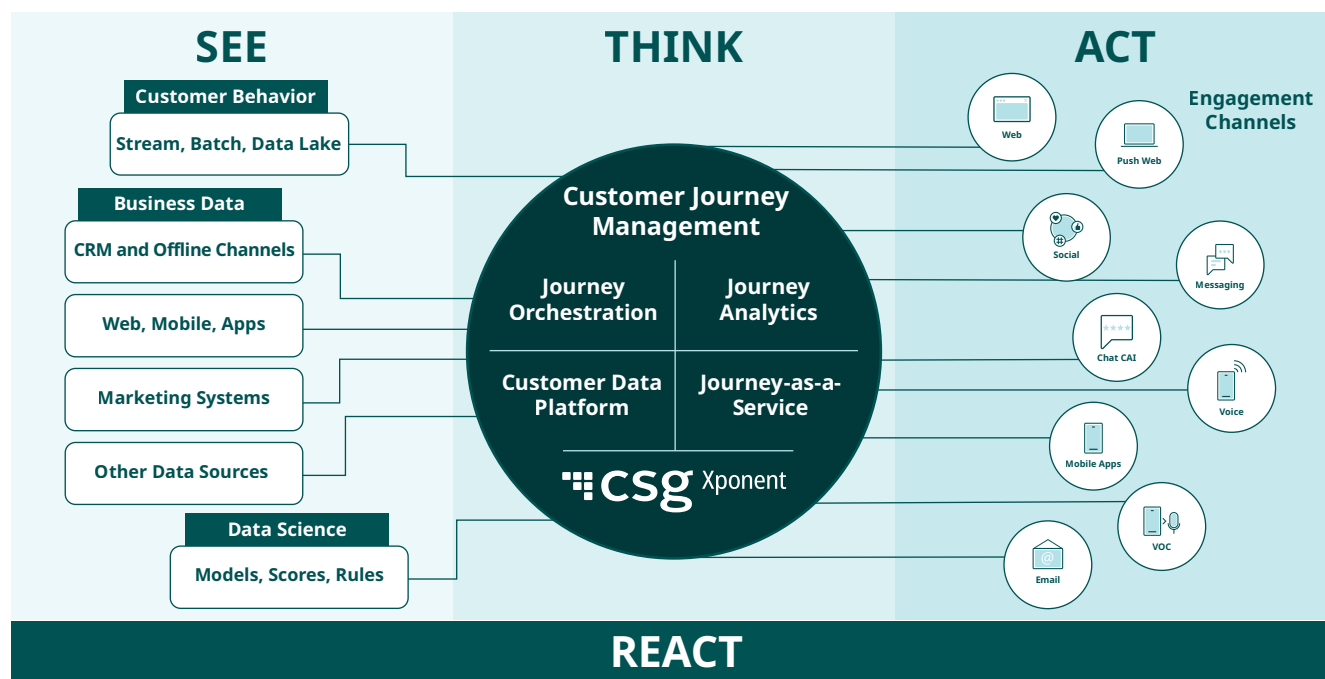
PREMIER OPERATIONS & EXECUTION

Unparalleled scale, reliability and security, with proven mission-critical SaaS and cloud systems heritage



BEGINNING-TO-END SOLUTION

Seamless, closed-top capabilities, with prebuilt integration adapters and library of optimized journeys



WE CAN START ANYWHERE AND DELIVER RESULTS IN 90 DAYS OR LESS

Who are you going to trust to help win your customers for life?