

Drive Customer Understanding and Action

with a Comprehensive Print and Digital Communications Strategy

Today, it's not enough for Utilities to provide uninterrupted service – you must deliver a seamless customer experience. Customers expect messages that are not only tailored to them, but also to the devices they use. However, with billing statements and messages going out across various channels, how can you present the right information to the right customer at the right time?

Deliver Timely, Proactive Communication Across Channels

Proactively communicating important information to customers, such as billing notifications, outage updates, service alerts, and energy-saving tips is the difference maker in driving customer engagement. Using various channels to send timely messages, allows customers to stay informed on how to take necessary actions. CSG's print and digital capabilities ensure that customer interactions across various channels are connected and seamless. Integration between channels allows customers to switch between channels effortlessly while receiving consistent and personalized support.

Drive Engagement with Personalization and Contextualization

Leverage customer data to personalize communication across channels. By understanding customers' preferences, usage patterns, and past interactions, it becomes easier to send messages and offers to individual needs. Additionally, contextual information, such as billing history or outage updates specific to a customer's location, can be provided to enhance relevance and engagement.



Make Self-Service Payment Easier

Offering self-service options empowers customers to access information and perform common tasks on their own. This enables customers to check their usage, pay bills, report issues, and their accounts at their convenience. CSG's 40+ years of expertise in billing helps clients speed up time to payment through omni-channel payment solutions.

Reliable Print and Mail at Scale

Even with the rise of digital, consumers still pay attention to print with printed documents staying in the home for 17 days. CSG's reliable print and mail solutions operate at scale with best-in-class capabilities. Investing an average of 14 to 16% into R&D every year, our state-of-the-art print facilities are fully self-sufficient and deliver unmatched speed, efficiency, and production quality.

Maximize Effectiveness. Minimize Costs.

Customer Successes



USPS Promotions – One client who mails 14 million pieces per month, generated over \$500,000 in postage savings over a six-month campaign



Postcard Design – ADT saw a 22 percent increase in customer response rate within 10 days of sending postcards as a follow up to a digital campaign



Bill Redesign – ADT saw a 20% reduction in call volume when they redesigned their bill with CSG Experiences Practice



Personalized Ad Pages – Tier 1 Cable Operator tripled their sales through personalization ad pages promoting its mobile brand



Long-Standing Customer Satisfaction – CSG services many long-term customers with partnerships lasting 20+ years

Our proven business continuity plan (BCP), ease of onboarding, and fast implementation process deliver a frictionless customer experience.

CORPORATE HEADQUARTERS

169 Inverness Dr. W, Suite 300, Englewood, CO 80112

PRODUCTION FACILITIES

Florida

509 Commerce Boulevard, Crawfordville, FL 32327

Nebraska

14301 Chandler Road, Omaha, NE 68138

Texas

2121 Providence Dr., Suite 151, Fort Worth, Texas 76106

INDUSTRY CERTIFICATIONS AND AFFILIATIONS

- SOX, SOC 1, SOC 2 compliant
- PCI-DSS certified
- ISO 27001 Certified
- Major Mailers Association (MMA) Executive Board Member
- Association for Mail Electronic Enhancement (AMEE)
- Executive Board Member
- National Postal Policy Council (NPPC) Member
- PostCom Member
- Mailer's Technical Advisory Committee (MTAC)
- Stakeholder Association Representative
- Sustainable Forestry Initiative

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 to learn more