



CSG REAL-TIME ENGAGEMENT SOLUTION

REAL-TIME CONTEXTUAL MARKETING FOR MOBILE OPERATORS



Subscribers want to see, feel and really engage with brands. They expect consistent and personalized experiences delivered wherever and however they choose. In response, operators need to combine what they know about their subscribers with what those subscribers are doing in real time to make the right offer. If a subscriber runs out of data, the time to send him or her a personalized offer is now.

Real-time engagement helps build and monetize relationships with subscribers, nurture subscriber communities and shape and empower brand ambassadors.

MONETIZE YOUR DATA TRAFFIC IN MINUTES

- Digitize subscriber journeys and seize monetization opportunities in real time
- Reduce time to market and time to revenue of new domestic plans, roaming plans and promotions from months to minutes
- Offer your subscribers plans and promotions individually, whether they are at home or roaming
- Encourage subscribers to explore and adopt new services and experiences
- Improve subscriber loyalty and decrease churn
- Reduce the cost of engaging your customers

**WITH THE RIGHT SOLUTION, OPERATORS CAN
SURPRISE AND DELIGHT SUBSCRIBERS BY
TURNING EVERY REAL-TIME ENGAGEMENT
OPPORTUNITY INTO A LASTING IMPRESSION.**

TRIGGER PERSONALIZED OFFERS IN REAL TIME

Target hyper-personalized contextual offers at key interaction points on the subscriber journey:

- Onboarding offers
- Upselling offers
- Churn reduction campaigns
- Roaming offers
- Location-triggered promotions
- Data rewards
- Loyalty promotions
- Gifting/referrals
- Gamification
- Polls and surveying
- Third-party offer



PROVIDE A REAL-TIME ENGAGEMENT MARKETPLACE

- Allow third-party brands to sell directly to your subscribers using channels like SMS, web and more
- Promote tailored retail offers to subscribers and roamers, such as phone insurance, travel insurance, attraction tickets and hotel rooms
- Target subscribers and roamers based on their individual profiles, past usage/behaviors, preferences, purchase patterns, roaming locations and network activity

GET FUTURE-READY

Our cloud-ready and microservices-based solutions support the rapid monetization of existing and future use cases, including roaming services, IoT, enterprise services, connected cars and 5G services.

- Award-winning solution that recommends plans and offers services in immediate response to real-time subscriber actions, profiles and preferences
- Multi-tenant solution with high availability—support for MNO tenants on one centralized platform
- Deploy new products and promotions within minutes—deliver services across 3G, 4G and 5G access types
- Short deployment times whether on-premises or in the cloud, with the scale to support networks of any size

ABOUT CSG

For more than 35 years, CSG has simplified the complexity of business, delivering innovative customer engagement solutions that help companies acquire, monetize, engage and retain customers. Operating across more than 120 countries worldwide, CSG manages billions of critical customer interactions annually, and its award-winning suite of software and services allow companies across dozens of industries to tackle their biggest business challenges and thrive in an ever-changing marketplace. CSG is the trusted partner for driving digital innovation for hundreds of leading global brands, including Airtel Africa, América Móvil, AT&T, Charter Communications, Comcast, DISH, Formula 1, Hutchison 3 Indonesia, Inmarsat, Mastercard, Maximus, Microsoft, Mobily, MTN, New Leaf Service Contracts, State of California DMV, TalkTalk and Telstra.

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