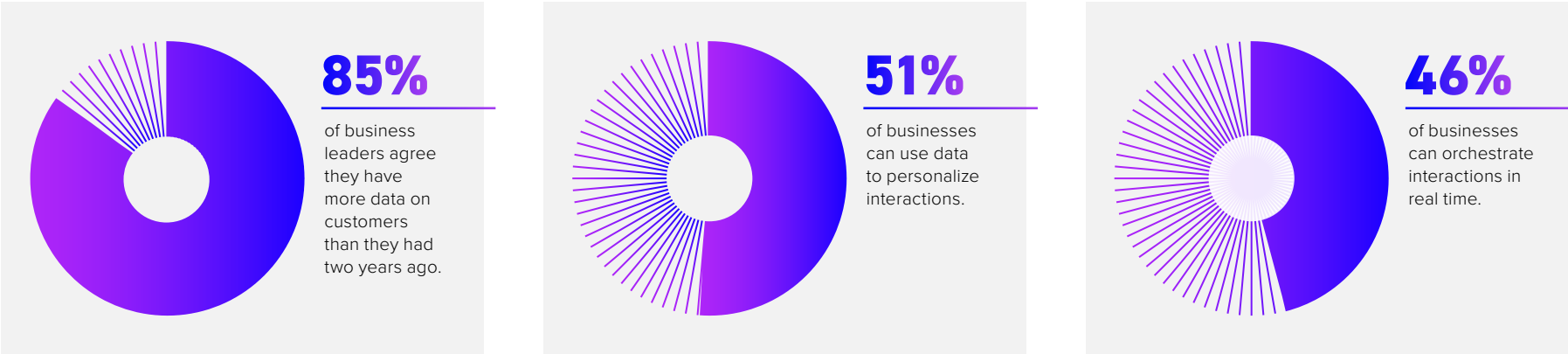# CSG Xponent™

CSG Xponent™ is a unified cloud engagement platform that brings disparate data and predictive insights about your customers together to optimize your customer journeys and deliver omni-channel communications to meet customers where they are. Xponent elevates the outcome. Xponent is your multiplier. Xponent exceeds customer expectations in the moment.

YOUR DATA IS KEEPING SECRETS. UNLOCK THEM.

85% of business leaders agree they have more data on customers than they had two years ago.

51% of businesses can use data to personalize interactions.

46% of businesses can orchestrate interactions in real time.

FORRESTER CONSULTING STUDY, COMMISSIONED BY CSG

LEVERAGE YOUR DATA.
INTEGRATE WITH YOUR TECH STACK.
PERSONALIZE YOUR CUSTOMER EXPERIENCES.

CUSTOMER EXPERIENCE CONSULTING & DESIGN

Our CX-savvy team helps clients get up and running fast with customized workshops that yield a snapshot of the pain points and gaps in your customer journeys. With a clearer view of these journeys, you can design better experiences throughout the customer lifecycle. To make it easier to get started, we've developed a set of pre-built customer journeys that can be deployed rapidly within your business. Our customer experience design and services team manages the technical parts of setup, troubleshooting and implementation, enabling your team to create the next best possible experience for your customers without the hassle of traditional approaches.

A UNIFIED PLATFORM.
A CLEAR LEADER OVER ALL COMPETITION.

REAL-TIME INTERACTION MANAGEMENT

Our award-winning RTIM platform is always listening and always learning, to deliver contextually relevant communications to the right people at the right moment in the right channel, to make the sale and build loyalty.

CUSTOMER DATA PLATFORM

The Customer Data Platform ingests enterprise-wide data from your first-party sources (like billing) and third-party sources, then refines and matches the data to fill the gaps and create unified customer profiles. These profiles are the building blocks of insights that power journey analytics and orchestration.

CUSTOMER JOURNEY ORCHESTRATION

Our decision engine integrates predictive analytics and journey management to create and execute journey flows like onboarding, collections or fraud notification. Prevent repetitive or contradictory messaging from reaching your customers and launch upsell/cross-sell opportunities.
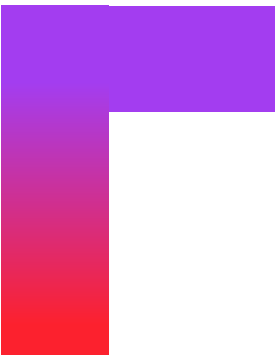
CUSTOMER JOURNEY ANALYTICS

Our always-on, real-time analytics tools continually track the paths your customers are following throughout your organization. You'll understand how customers are moving across channels and touchpoints—not just how they're responding at a single step in the journey.

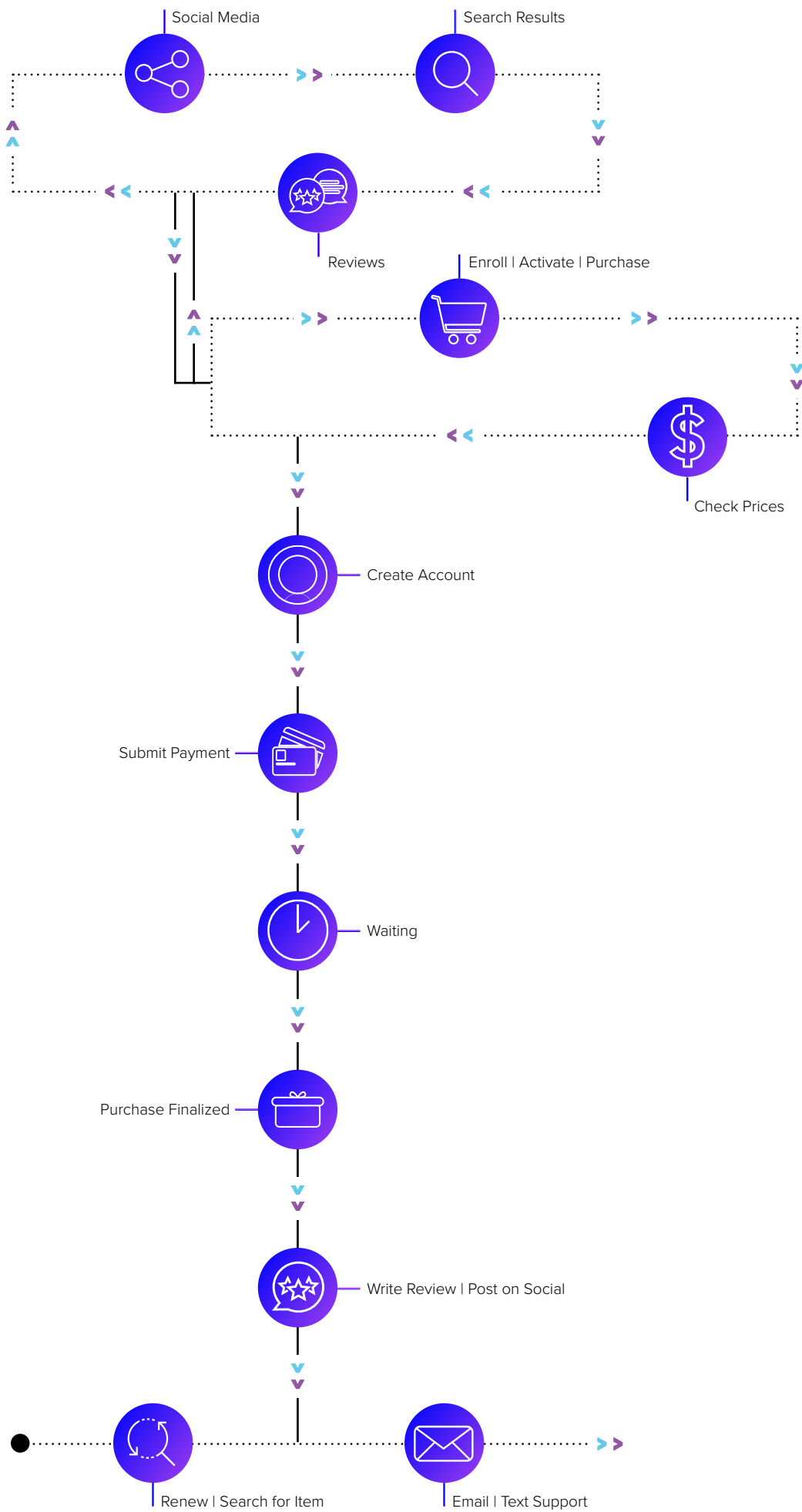### CROSS-CHANNEL CAMPAIGN MANAGEMENT

Design, execute and measure digital marketing campaigns with Xponent. Pair outbound and inbound channels like email, mobile messaging, mobile apps, e-commerce and web communications.

Web   Social   Web Push   Messaging   Voice   Chat CAI   Mobile Apps   Email   VOC

INFINITE JOURNEYS. ONE ILLUMINATED PATH.

Social Media

Search Results

Reviews

Enroll | Activate | Purchase

Check Prices

Create Account

Submit Payment

Waiting

Purchase Finalized

Write Review | Post on Social

Renew | Search for Item

Email | Text Support

"I LEARNED MORE IN 2 HOURS WITH CSG THAN IN 2 YEARS WITH MY PREVIOUS VENDOR.

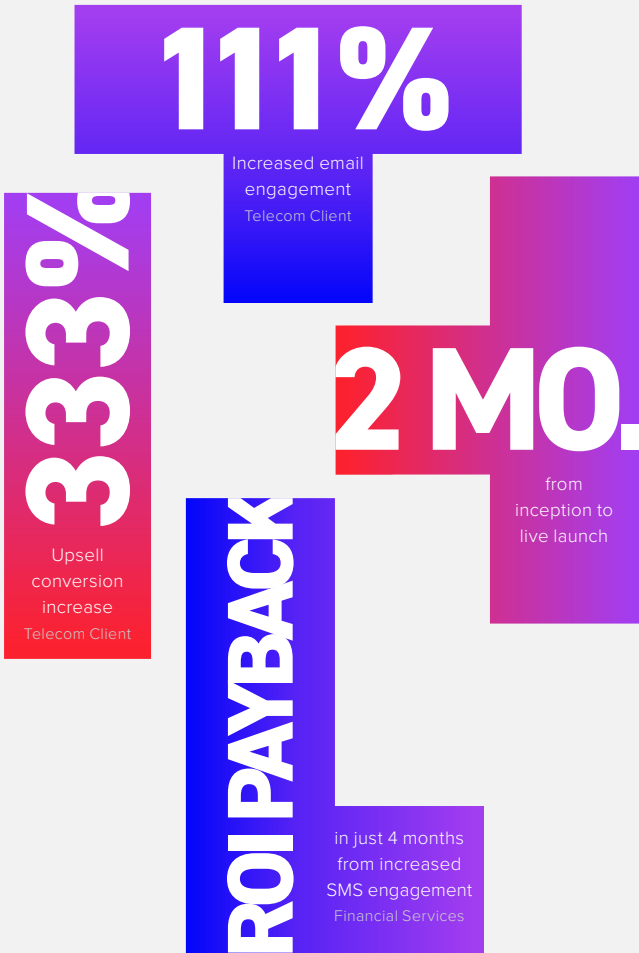Financial Services
Industry Executive

WHAT CAN YOU LEARN FROM NEARLY 10 BILLION CUSTOMER INTERACTIONS?

The State of the Customer Journey Report is our tell-all, with actionable strategies to help you create extraordinary experiences for your customers.

SEE REPORT

MAXIMIZE THE POTENTIAL OF EVERY INTERACTION

111%
Increased email engagement
Telecom Client

333%
Upsell conversion increase
Telecom Client

2 MO.
from inception to live launch

ROI PAYBACK
in just 4 months from increased SMS engagement
Financial Services

EXTRAORDINARY EXPERIENCES START HERE

STEP 1
Align your tech solutions
- Take stock of your tech stack and assess what each component is (or isn't) delivering for you
- Identify gaps and prioritize solutions that optimize your customer journeys

STEP 2
Create a shared view of the customer
- Use data to identify key customer journeys and their bright spots and pain points
- Develop plans to drive improved outcomes across the total customer experience

STEP 3
Personalize, optimize and realize outstanding experiences
- Invest in real-time personalization, identify next best experiences and optimize the total experience
- Design, execute and optimize marketing campaigns to elevate the experience and build loyalty