



Customer engagement leader **CSG** streamlined its networks and  
**won millions in new business**  
with elegant **AT&T IP Flexible Reach** solution

- **Business needs** - CSG's voice transformation infrastructure required prospective clients to install dedicated circuits and sign long-term contracts with network providers. The company sought to make it easier for clients to access its revolutionary customer engagement solutions.
- **Networking solution** - AT&T IP Flexible Reach transports voice and data traffic over a single access circuit, simplifying network management and making it easy for customers across the globe to benefit from CSG's exceptional customer care technology.
- **Business value** - CSG removed time-and-cost barriers for customers, bundled access costs, and are winning new contracts worth millions in annual revenue.
- **Industry focus** - Customer experience software and service provider
- **Size** - Billions of automated customer interactions per year

## About CSG

CSG provides software and services that help companies around the world monetize and digitally enable the customer experience. For more than 35 years, CSG has simplified the complexity of business, providing revenue management and digital monetization, payments, and customer engagement solutions to help its clients thrive.

## The situation

CSG was missing out on large new business opportunities because its infrastructure required prospective clients to install circuits before they could access the CSG platform. The cost and delay associated with circuit installation, coupled with the term commitment to network carriers, resulted in prospects declining CSG's proof-of-concept approach. This prevented the company from winning a number of enterprise-wide contracts with prospects.

## Solution

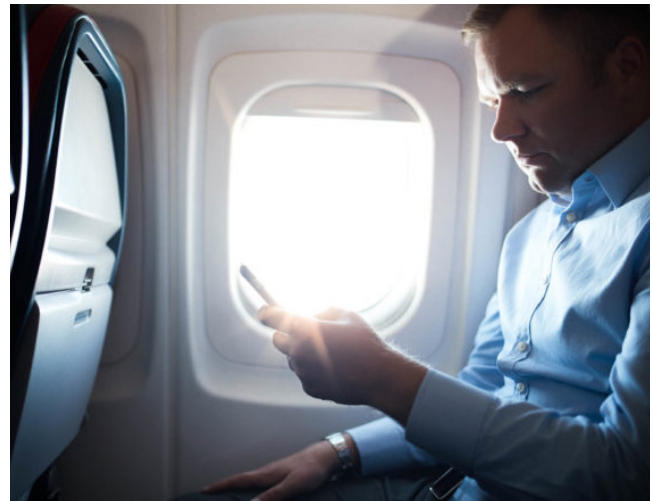
AT&T suggested a cost-competitive network ingress solution that uses AT&T IP Flexible Reach and IP Toll-Free Service. That would help CSG's clients provide outstanding care to their customers. AT&T IP Flexible Reach delivers integrated access for multiple communications environments, and AT&T IP Toll-Free Service transports traffic over a single IP network. The solution enabled CSG to bundle access costs with its processing fee and win new opportunities worth millions of dollars in annual revenue. An additional value is CSG's ability to SIP refer calls off the interactive voice response (IVR) platform to AT&T BVoIP-enabled customers "on net."



## Customer engagement in 178 countries

For more than 35 years, CSG has been a trusted partner to some of the world's best-known brands, providing solutions and services that help companies monetize and digitally enable the customer experience.

Phil Voelker, Vice President of Customer Communications Management at CSG, said the company facilitates



business-to-consumer communication in 37 languages across more than 178 countries: "Our capabilities extend to billions of interactions for our customers."

CSG helps companies improve customer engagement and reduce operating expenses. This, in turn, enables quick launches of digital services to help them succeed in the ever-changing global marketplace. The company's award-winning solutions are built on proven public and private cloud platforms—available out-of-the-box, customized, or through end-to-end managed services.

## Big changes in customer care

The customer care industry has undergone significant change in the last few years. Previously saving money was the most important factor for most companies.

"Some clients were focused purely on reducing the amount of time spent on interactions with their customers to reduce costs," Voelker said. "But in the last few years, the quality of the customer experience has moved to the forefront and continues to gain momentum. Customer experience has become tantamount in every organization across all verticals."

This bodes well for CSG, which had earned an international reputation of excellence by providing companies with market-leading customer care solutions and support. CSG uses consumer data to give its clients valuable insights into their customers. This helps them go beyond personalizing every interaction—now they can orchestrate each customer’s journey.

## Addressing the life cycle of customer interactions

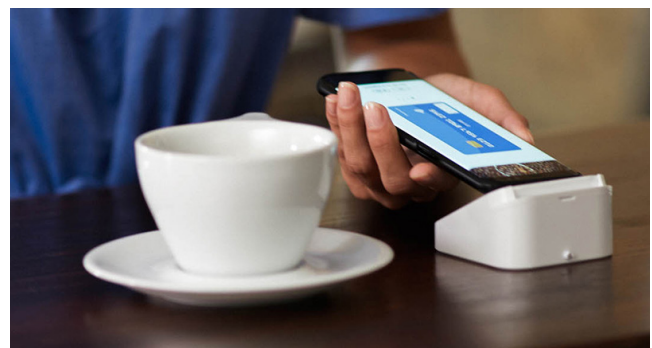
CSG Journey Orchestration helps its clients collect customers’ profile and interaction data to determine how to engage them with timely, personalized and relevant communications. The process protects customers from receiving repetitive or even contradictory messaging.

“For example,” Voelker said, “an insurance company’s claim processing includes a whole series of events and communications from initiation all the way to the payment of that claim. The focus now is on improving that customer experience by addressing the entire lifecycle of communication.”



CSG faced a problem, however. Their new clients needed to get their customer’s phone calls to the CSG platform. This required clients to install network access to CSG’s advanced platform, which meant installing new circuits and making long-term commitments to network carriers.

The cumbersome process discouraged some potential clients. CSG needed an easier way for clients to share the data that would enable it to deliver its award-winning customer care.



## Billions of automated customer interactions

AT&T suggested a network solution that uses AT&T IP Flexible Reach and AT&T IP Toll-Free Service to deliver customer calls to the CSG platform. AT&T IP Flexible Reach allows voice and data to be delivered on an integrated access circuit for multiple communications environments. This would provide total cost benefits by consolidating voice and data transport and management. AT&T IP Toll-Free Service transports traffic over a single IP network utilizing the AT&T common shared business IP platform.

Rod Kassmeier, Sales Director, Customer Communications Management at CSG, said the





**“We make it easy to deliver an excellent customer experience because we’re on the AT&T IP network.”**

**Rod Kassmeier**

Sales Director,  
Customer Communications Management, CSG

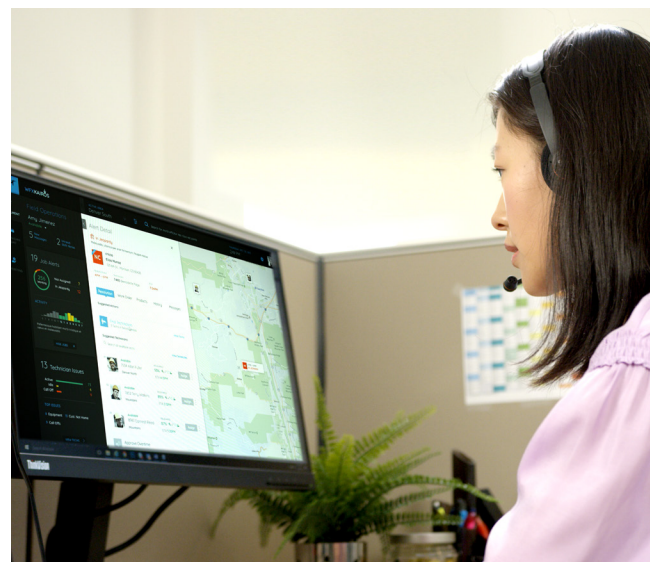
solution has benefited prospective customers that are interested in transforming menu-driven IVR applications to conversational interactions. “Installing the AT&T circuits enabled easy, low-cost, high clarity voice access to our rich solution platform,” he said. “Customers can now easily conduct a pilot to evaluate the impact of deploying conversational, personalized, intelligence-driven technology.”

CSG clients no longer need to install new circuits and sign long-term network carrier agreements. “Now it’s quick and simple,” Kassmeier said. The company forwards the phone number for clients’ locations to a virtual private network that CSG provides. “It’s local call forward, so they don’t have to commit to circuit costs or wait for circuit installation,” Kassmeier said. “In most cases we can be up and running in weeks instead of months.”

In addition to enhancing their speed to market, AT&T enables CSG to deliver a phenomenal customer experience. “In a very robust platform with significant processing capacity, we automate customer interactions using technologies that include artificial intelligence, natural language understanding, and journey orchestration,” Kassmeier said. “Last year we enabled billions of automated customer interactions, each providing an excellent customer experience.” According to Kassmeier, these were accomplished without live agents, though customers interact as though they are conversing with a person.

## Consistent experiences across touchpoints

Clients’ increasing reliance on cloud technology has driven many innovations, Kassmeier said. “As recently as five years ago delivering the services we can deliver today would have required large investments in infrastructure and licenses. Today’s cloud solutions allow us to select best-in-class features and easily incorporate those into our platform.”



CSG accesses the appropriate cloud solution elements to create consistent customer experiences across touchpoints. One recent success story involves a project for one of the largest pizza chains in the world.

“What appealed to them was our ability to give their customer the same experience whether they dial their local store or tell their smart assistant to order a pizza,” Kassmeier said. CSG’s solution, reduced time and costs for the customer by leveraging existing cloud services versus building new implementations. Blending cloud functionality with our highly secure, resilient, and flexible platform delivers value to our customers while differentiating them from a customer experience perspective.”

## Orchestrating a better customer journey

Thanks to its AT&T IP platform, CSG’s clients that don’t want to use toll-free numbers can now have a local number presence. AT&T uses CSG’s AT&T Flexible Reach to transfer local calls to the client, an elegantly simple process that has impressed clients.

“Intelligent selling by the local AT&T team solved our problem,” Kassmeier said. “Our AT&T team differentiated our go-to-market position, enabling us to compete more effectively and efficiently.”

Voelker added that AT&T was also able to help CSG solve a problem that plagued many of its clients: the unreliability of text messages. “There’s a high fail rate on texts, particularly in some developing countries,” he said. “If we’re not getting the message through, it causes a bad customer experience, so we asked AT&T to help us.”



AT&T suggested backing up texts with an outbound phone call to enhance delivery reliability. “If our text fails, we send a phone call to the customer,” he said. “We’re now delivering these backup calls in 178 countries around the world.”

Ensuring that customers receive these time-sensitive communications, which are often related to activating a new device, prevents frustration and promotes a better customer experience, Voelker said. “AT&T is helping us provide customer journey orchestration by engaging customers with relevant, personalized communications.”

## A culture of security and compliance

CSG customers appreciate that they can benefit from AT&T services without signing separate contracts. “It’s one of the real values of our relationship. We operate under an agreement with AT&T which greatly reduces the contracting process timeline,” Voelker said.



This is especially important for large organizations that are trying to limit vendors. “They appreciate the proverbial one-stop-shop approach. That’s a huge advantage for us in partnering with AT&T,” he said. “What’s more, AT&T has a wonderful reputation and a strong culture of security and compliance that international customers appreciate.”

The Network Integration (NI) organization of AT&T has been a real catalyst in sourcing solution providers capable of delivering the evolving services sought by AT&T customers. NI serves as a general contractor that supplements the superior network services of AT&T with third-party supplier services. “Enhancing core services from AT&T, NI partners leverage the network to deliver high quality services,” Kassmeier said. “In some instances, we’ve even partnered with other NI partners to deliver a complete solution for the AT&T customer.”

AT&T further enhances its value proposition to CSG by enabling it to serve as a conduit to the cloud for some of its clients. “Because of our relationship with AT&T, we have been given the green light by clients to be the direct streaming service to the cloud services they

wish to access,” Kassmeier said. “As opposed to the client buying a circuit to carry that traffic to the cloud, we’re providing that at a fraction of the cost because we’re sharing circuits across numerous clients. In some instances, AT&T NetBond® has differentiated us as the most cost-effective solution provider, assisting us in winning business.”

Having this capability recently secured CSG’s relationship with an important new client. “It really differentiated us in being able to say, we’ll be that pipe at a fraction of the cost,” Kassmeier said. “Thanks to AT&T, we’re extremely cost competitive, not just with AT&T IP Flexible Reach, but on the back end as well.”

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**Phil Voelker**

Vice President  
Customer Communications Management, CSG