



CSG CONVERSATIONAL AI



Through the power of continuous learning, **CSG Conversational AI** delivers more human-like customer interactions through the power of AI virtual assistants.

WHEN CONVERSATIONS FEEL REAL, CUSTOMER SATISFACTION INCREASES AND CONTACT CENTER COSTS DECREASE

Customers have made several things clear in this digital economy. They are loyal to the companies that give them the best customer experience; they want fast, seamless service across multiple digital channels 24/7; and they only want to tell their story once.

While companies have risen to the omnichannel challenge, voice is often an overlooked area of investment because call volume is becoming labor-intensive, expensive and not easily scalable.

Many existing platforms lack contextual awareness, creating robotic dialogue that frustrates customers and negatively impacts NPS scores.

FORRESTER REPORTS THAT **63 PERCENT** OF CONSUMERS ARE SATISFIED GETTING SERVICE FROM A CHATBOT, AS LONG AS THEY HAVE THE OPTION TO MOVE THE CONVERSATION TO A HUMAN IF NEEDED

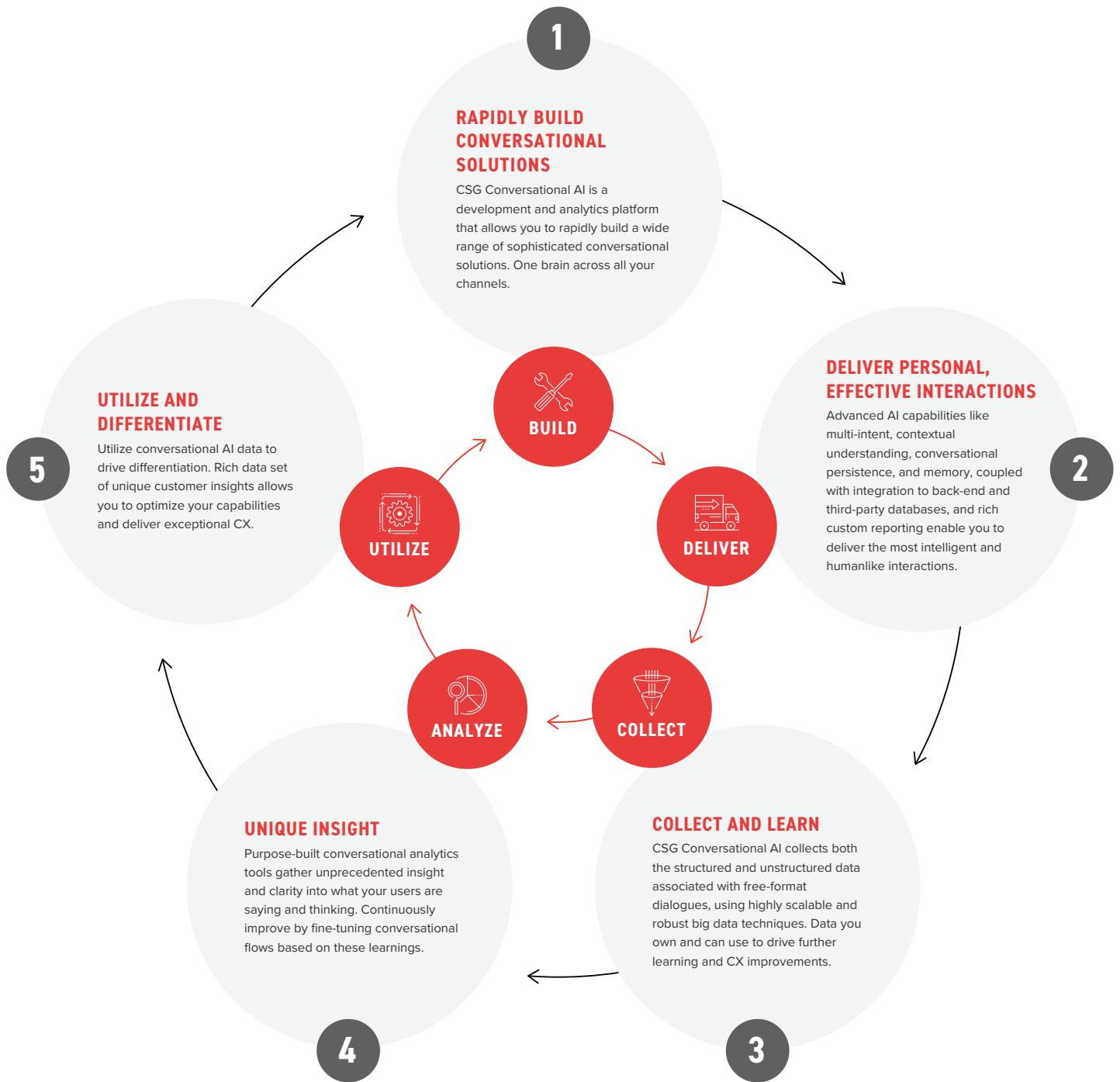
The key to offering customers a powerful voice option and reducing costs is in quality of the conversational AI solution. But not all solutions are created equal.

CSG CONVERSATIONAL AI

Human language is incredibly complex, and every nuance has meaning, from the pauses between words to regional phrases. One of the most critical factors to true understanding is context.

Through the power of continuous learning, CSG Conversational AI understands everyday speech, phrasing and context, enabling it to replicate the nuances of natural speech and deliver more human-like customer interactions. An interaction that has some customers questioning whether they are speaking with a human or a computer.

The platform allows enterprises to rapidly develop, deploy and analyze artificially intelligent conversational applications across a variety of use cases and channels.





This level of performance delivers immediate ROI:

- **Reduced call volume** to live agents by **40 percent**
- **Increased customer satisfaction** by resolving **74 percent** of conversations
- **Meet the customer where they want to be served** by using natural language across different platforms such as chat, IVR, SMS, social and smart home devices
- **Automatic learning**, identifying trends and proactively communicating with customers
- **Consistency** across interactions regardless of channel
- **35+ languages available** across 26 countries

GARTNER PREDICTS THAT 15 PERCENT OF ALL CUSTOMER SERVICE INTERACTIONS WILL BE HANDLED SOLELY BY AI BY 2021. THAT'S A 400 PERCENT INCREASE FROM 2017.

Two features that set CSG's Conversational AI apart from other AI platforms are its contextual awareness, meaning it can still maintain frictionless dialogue flow even when the customer changes the course of the conversation; and its multi-intent understanding capability, which allows it to understand and act upon more than one customer intent.

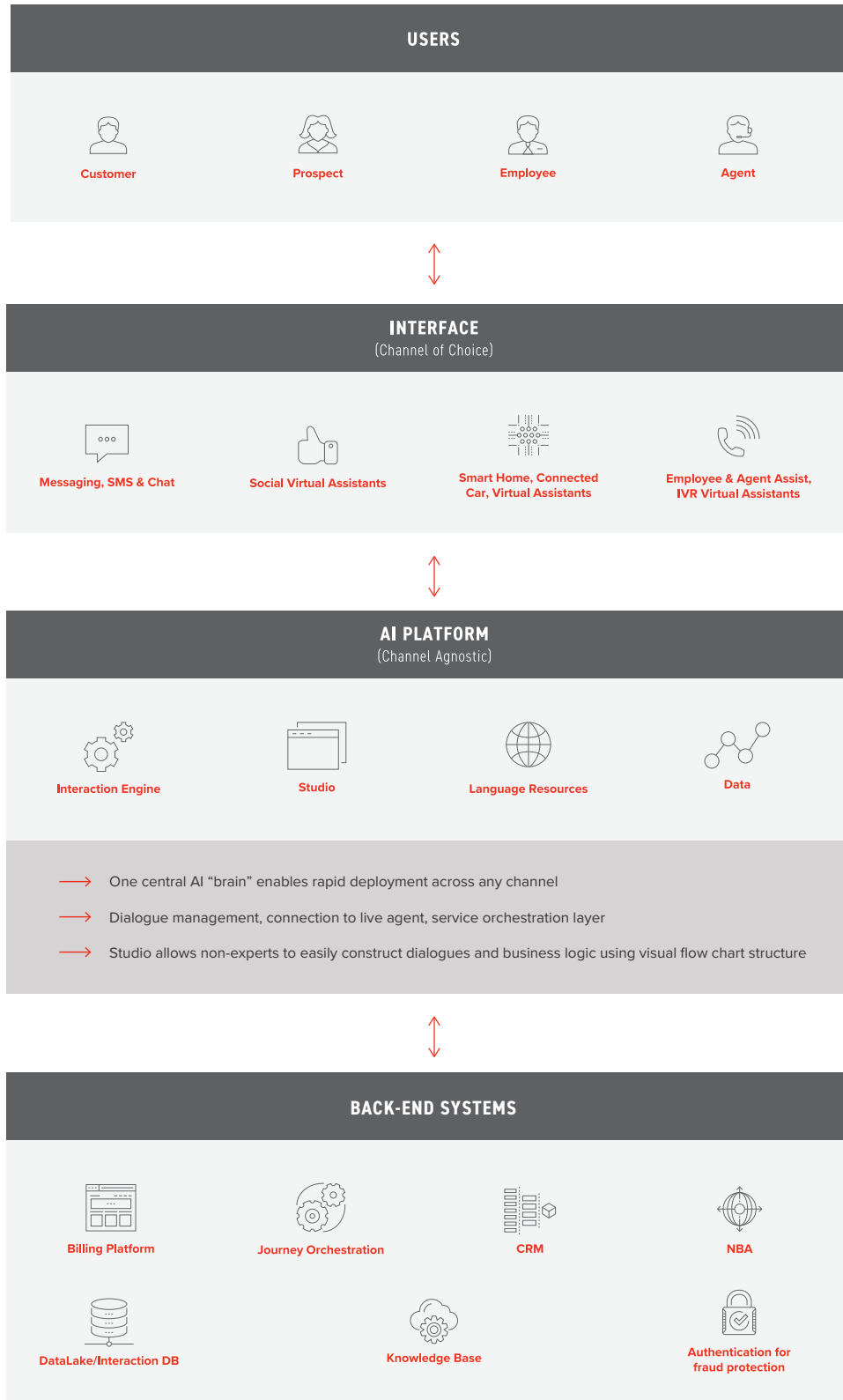
AI MADE EASY

Before now, creating conversational interfaces has required specialist skills, significant resources and a great deal of time.

CSG Conversational AI is enterprise-strength and integrates to back-office and third-party applications, making it easy to implement a wide range of natural language applications, such as virtual assistants and speech-based conversational UIs, to deliver a personalized and intelligent customer experience.

CSG Conversational AI creates a common platform and a vast trove of customer data that can be utilized across multiple departments and functions:

- **Virtual customer assistants** for automated service and **operational efficiencies** across the customer's channel of choice, with **contextual awareness** and personalization
- **Virtual sales/marketing assistants** to support interactions throughout the **sales funnel**, including awareness, interest, decision and action
- **Virtual enterprise assistants** to **augment staff** in areas including HR, IT help desk, recruitment and second-line support
- **Agent assist** to **improve agent performance, call resolution time and agent efficiency** by placing a conversational front end on a knowledge base
- **Voice of the customer** to deliver **personalized experiences by interpreting large volumes of unstructured conversational data**





THE CSG DIFFERENCE

One size does not fit all when it comes to conversational AI, that is why CSG dedicates time and resources to identifying the perfect call/interaction types best suited to delivering increased CX and immediate ROI for each unique company.

Tailored implementation can be completed in as little as six to eight weeks depending on scope and specific business goals, but service doesn't stop after delivery. CSG teams will continue to fine-tune and optimize the solution to ensure the best possible customer experience.

Are you ready? We are. Let's get started!

CSG Conversational AI is part of the company's Customer Communication Management (CCM) portfolio, which clients utilize to send over 1.5 billion messages to their end users each year across a diverse set of channels including print, SMS, email, online, and automated voice. CSG CCM provides flexible, personalized customer communications management and field service management solutions in an integrated approach to help deliver a unique customer experience across all digital and traditional channels.

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 AT&T, Charter Communications, Comcast, DISH, Eastlink, Formula One, Maximus, MTN and Telstra.

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