CASE STUDY

CSg

RETAIL CREDIT PROVIDER QUICKENS TIME TO PAYMENT WITH INSIGHT-DRIVEN COMMUNICATIONS

WHO?

A leading North American financial services provider with over 80 million customers.

WHAT?

The company struggled to deliver consistent customer experiences across various channels.

Its data was siloed, limiting its view of customer interactions across email, SMS, phone calls and other channels.

This fragmentation led to irrelevant messaging, missed engagement opportunities and increased operational costs.

HOW?

Using CSG Xponent, the provider integrated data from more than 30 sources, processing an average of 167 million records per day. This comprehensive integration included:

- **Email, SMS, Phone Calls:** Call center interactions, servicing emails and push notifications.

- **Customer Account Data:** Account status, collections, complaints, fraud cases, alerts and promotional details.

- **Survey Data:** Feedback from online and phone surveys.

- **Marketing Data:** Email engagement, model scores and engagement data from marketing automation platforms.

With this integration, the company gained deep insights into friction points in customer journeys, enabled omnichannel journey orchestration, and personalized interactions to individual customers. The company then began sending highly relevant communications for **account onboarding, collections and payment reminders**—all coordinated across channels.
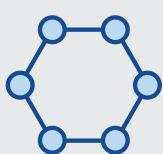
> We learned more in two hours with CSG Xponent than in two years with the previous system.
>
> **— VP of Analytics**

RESULTS

30
data sources integrated

10%
more payments captured

5%
increase in 7-day payment rate

How will YOUR business act on a 360-degree view of the customer across channels?
Contact an expert at CSG today.