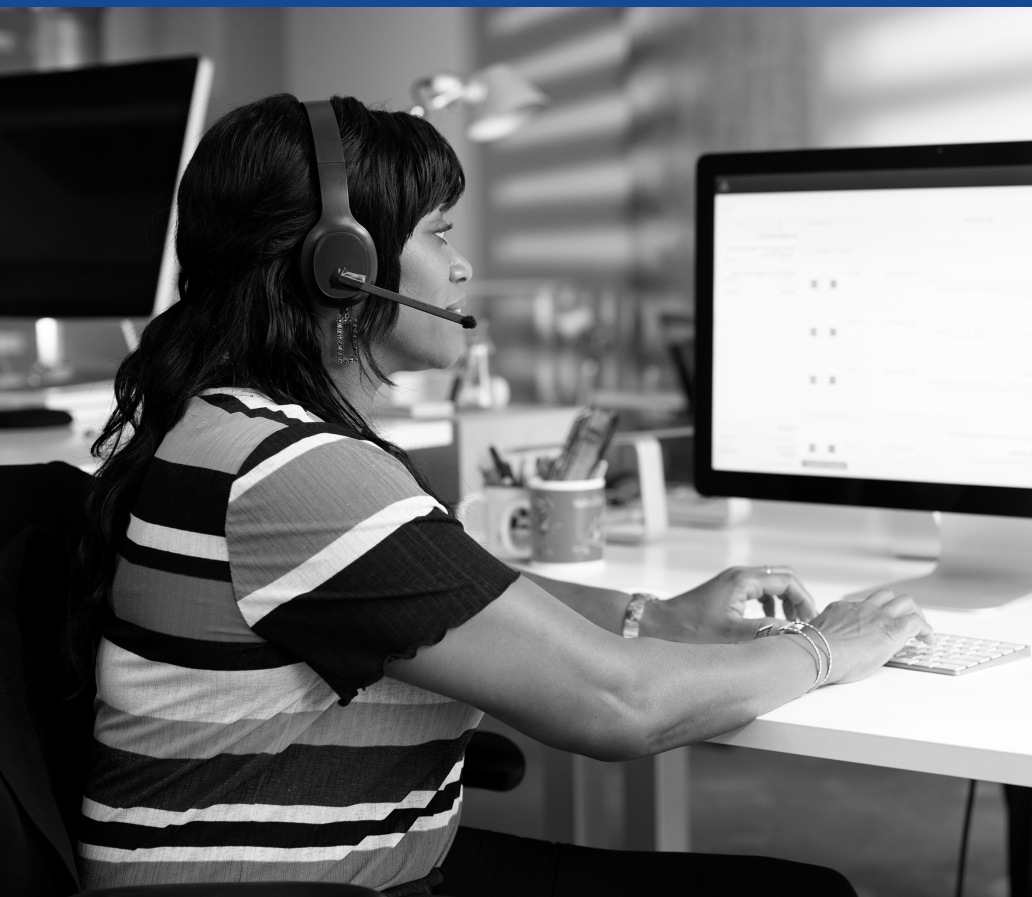




CSG Assure Contact Center Testing

Ensure Customer Satisfaction
At The Frontline Of
Customer Communication



Contact Centers Are More Important Than Ever

76% of people who contact customer service do so over the phone. Over half of callers have always or most of the time tried some form of self service first. So their issues are important, complex and unresolved.

- For more complicated interactions such as payment disputes, 40% of customers prefer talking to a real person over the phone.
- 58% of customers prefer a quick resolution of urgent issues through phone calls over other channels.

Sources: CFI Group, 'Contact Center Satisfaction Index 2020'; American Express Customer Service Barometer; Accenture, 'Covid-19: Responsive Customer Service in Times of Change', 2020



Poor Contact Center Service Quality Negatively Impacts Customer Satisfaction

Costs include churn, call center inefficiency, lower NPS



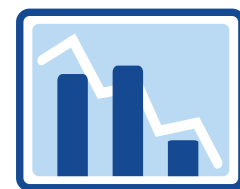
44% of consumers are "enraged" when they get disconnected

(Source: <https://www.i-scoop.eu/customer-experience/customer-experience-contact-center-challenge/>)



83% of callers would avoid a company after a poor experience with an IVR

(Source: Robin Gomez, Director, Data & Analytics, Radial)

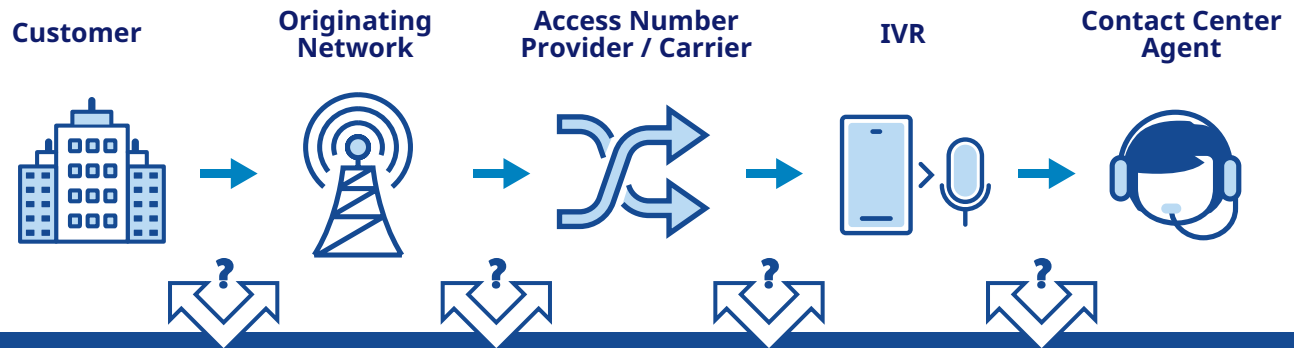


Service leaders will often admit that their IVR systems have a negative effect on customer satisfaction

(Source: McKinsey, 2019)

Are You Offering Your Customers the Best Contact Center Voice and IVR Quality? Do You Know?

To Ensure Quality Calls To And From The Contact Center, You Need To Test From Beginning To End



- Are all access numbers working?
- Both toll and toll-free numbers?
- Is there a problem calling from a specific network?
- Do all calls connect?
- Is the answer delay ok?
- Is the call quality good?
- Is the CLI delivered correctly?
- Is the IVR navigation correctly set up?
- Does DTMF transmission work?
- Does the IVR voice recognition work?
- Is the contact center platform handling the calls properly?
- Is the call quality good for agent?
- Can the agent call back and send SMSs to the customer?

CSG's Contact Center Testing Solution

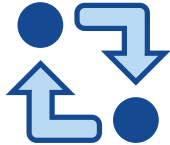
- Local Customer Simulation** - Simulate customers calling from different countries and networks
- Contact Center Access Testing** - Test connectivity and call quality experience of both platform and agent interaction
- IVR Navigation Testing** - Validate customer navigation through the IVR menu structure
- Contact Center Testing as a Service** - Benefit from continuous test execution and monitoring of results
- Test Result Output** - Generation of alerts in case of issues, and access to test results through dashboards and reports





CSG's Testing Solution Is Different

**Delivered
End-To-End**



**Delivered
As A Service**



**Over The Biggest
Test Network**



**Dashboards For
Instant Action**



**Cloud Setup
For Rapid Launch**



End-To-End Contact Center Testing Including IVR Navigation, and Inbound and Outbound Connectivity, Ensures Your Customers Are Delivered A Superior Experience In One Of Your Most Important Communication Channels

Delivering Business Value With CSG



- Proactively identify any issues with your inbound and outbound connectivity
- Ensure error-free IVR navigation, including voice
Assure customer satisfaction by finding problems before customers experience them
- Leverage CSG's market-leading global test network of 500+ nodes in 150 countries
- Drill down on interactive dashboards to spot trends and understand performance
- Route alerts to the right team for action and resolution

**CSG is ready to help you test your contact center today...
Are you ready?**

