



CUSTOMER SUCCESS STORY: **LEADING SHIPPING AND LOGISTICS COMPANY TRANSFORMS THE CUSTOMER EXPERIENCE**

CSG Interactive Messaging solution creates differentiated approach to notifying customers of pending shipments and deliveries

BUSINESS OVERVIEW

Up-to-the minute communications on the status of a transaction are such an expectation in today's digital world that customers almost take them for granted.

No industry perhaps is impacted by this expectation more than the shipping business. Customers want to know where their package is in the shipping process at all times—and they want to know if anything changes that can impact their delivery. When customers don't have these updates, they typically reach out to the shipper through the most costly channel available: the call center.

While customers expect up-to-the-minute communications, not every company can deliver. One of the world's largest express shipping and logistics companies sought to transform their customer communications with a singular goal of delivering a differentiated experience. Their aim was a more automated and proactive notification program that would not only create a positive customer experience,

but would also lower costs, reduce inefficiencies and strengthen their ability to compete in a highly competitive business.

THE SOLUTION

To reach its goals, the shipping company partnered with CSG to implement its Interactive Messaging platform. The company's initial focus was on sending proactive delivery notifications and status updates at a fraction of the cost of a call center call.

The company deployed automated voice messages to achieve two primary objectives:

- Proactively communicate to customers regarding the status of pending deliveries through an automated outbound application via the most efficient channel available
- Provide easy-to-use information and instructions to help customers receive their shipments in a timely manner



THE RESULTS

After deploying CSG automated notifications, the shipping company achieved numerous measurable business benefits, including:

- Positive customer experience. The company increased the number of delivered shipments and decreased the incidence of re-deliveries by 4 percent. The tailored customer experience provides continual updates and automated contact, resulting in informed customers on their package delivery statuses
- Significant drop in shipping-related inquiries to the call center. More than 500,000 automated voice calls go to customers each month. Proactive engagement has greatly reduced the number of inbound calls requesting status updates on pending shipments, enabling call center staff to focus on helping those customers who need it the most
- Standardized approach to customer notification. The company created a proactive customer experience via outbound customer communications, resulting in greater efficiencies overall and a more predictable cadence to how, when and why contact is made
- Scalable framework. This program was so successful in the initial rollout to nine US-based locations, that the solution has since been expanded to support 92 locations across US and Canada

CONTACT US

Personalized, seamless and effective communications are critical for building customer loyalty and your bottom line. CSG has collaborated with industry leaders in retail, financial services, pharmacy, travel, telecommunications, freight and logistics to implement comprehensive inbound and outbound calling strategies to achieve their desired business results. Whether you have a single project to kick off or need to compete more effectively with a comprehensive interaction strategy, we'll work together with you to ensure that your strategic customer interactions are more precise, more personal and more engaging. Contact us to discuss how CSG's strategic Customer Communication Management solutions can position you for greater success at www.csgi.com.

**WHERE IS MY PACKAGE? CSG'S
INTERACTIVE MESSAGING PLATFORM
ENABLED ONE OF THE WORLD'S LARGEST
SHIPPING AND LOGISTICS COMPANIES
TO TAKE THE GUESSWORK OUT OF THIS
QUESTION FOR MILLIONS OF CONSUMERS—
AND BUILDING A BETTER CUSTOMER
EXPERIENCE OVERALL AS A RESULT.**