



# QUAD-PLAY PROVIDER ADDS SELF-SERVICE CAPABILITIES WITH CSG

## THE CHALLENGE

What if you could streamline the payment process in your retail stores—without needing to hire a single additional employee to handle transactions?

A Tier One American quad-play provider achieved this by adding self-service payment kiosks at hundreds of retail stores nationwide, providing a better customer experience and decreasing wait times.

The provider knew that many of its customers paid in cash, and wanted to provide a convenient payment option for cash-preferring subscribers, or those who needed to pay with cash in an emergency. According to the Federal Reserve, 200 million people use walk-in payment stores to pay bills.<sup>1</sup>

The provider needed a solution that could scale to handle millions of cash transactions per year. It would be expensive to have employees process payments manually, which would also cause long wait times. By streamlining the walk-in payment experience with self-service payment kiosks, the provider could quickly serve its customers and let employees focus on making sales.

<sup>1</sup>The Federal Reserve Payments Study 2016

## THE SOLUTION

The provider partnered with CSG to develop and install hundreds of self-service payment kiosks in its retail stores across the United States. The kiosks support different consumer payment types (cash, debit, credit and check), and integrate with any billing system, including the provider's system.

To ensure the provider had the most advanced functionality, CSG developed proprietary kiosk software, Precision Kiosk Management Suite (PKMS). With PKMS, the provider can:

- Remotely manage and monitor all kiosks—PKMS provides an at-a-glance dashboard of all deployed kiosks, allowing the provider to drill down into specific machines as needed
- Resolve problems quickly—the software alerts users for nearly any scenario that can occur on the kiosk
- Protect consumer information—PKMS is PCI-compliant
- Future proof—updates such as future upsell customer flows can be deployed remotely and at scale, without manual intervention



## THE RESULTS

Since deploying CSG's payment kiosk solution, the provider can serve consumers faster—and at scale. Hundreds of kiosks process over 5 million annual transactions and hundreds of millions of dollars in payments. The kiosks accept cash, customers' preferred payment channel; half of customer payments are cash, while 35 percent are credit and 15 percent are check. Customers' payments are more secure in the kiosks, as payments are monitored by the machine.

Most notably, the provider has been able to provide better customer experiences. With self-service kiosks, the provider has been able to reduce wait times and support customers' preferred payment options. Since the kiosks are available 24/7, with 99.9 percent uptime, customers can visit at their convenience. The kiosks allow payment centers to handle walk-in payment volume spikes, and are another way to accept payments if there aren't enough employees in the store.

The provider also saves hundreds of thousands of labor hours per year at the customer service counter. Employees can spend more time answering customer questions and making sales, and customers can get in and out the door quickly. The provider is also able to control headcount and reduce payment center costs, as fewer employees are needed to process payments as the kiosks are available.

The provider and CSG are working together to replace kiosks with next generation models, as part of their commitment to provide great customer experiences and support customer payment preferences.

## ABOUT CSG

CSG simplifies the complexity of business transformation in the digital age for the most respected communications, media and entertainment service providers worldwide. With over 35 years of experience, CSG delivers revenue management, customer experience and digital monetization solutions for every stage of the customer lifecycle. The company is the trusted partner driving digital transformation for leading global brands, including Arrow, AT&T, Bharti Airtel, Charter Communications, Comcast, DISH, Eastlink, iFlix, MTN, TalkTalk, Telefonica, Telstra and Verizon.

At CSG, we have one vision: flexible, seamless, limitless communications, information and content services for everyone. For more information, visit our website at [csgi.com](http://csgi.com) and follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).