CSG Xponent™

AN INFINITY OF CUSTOMER ENGAGEMENT, ALL IN ONE PLACE

CSG Xponent™ is a comprehensive, unified customer engagement platform that brings disparate data about your customers together to deliver predictive insights that improve outcomes fast. Xponent amplifies. Xponent multiplies. Xponent raises the stakes and raises the bar to transcend customer expectations and create their best next experience.

CUSTOMER DATA PLATFORM

The Xponent Customer Data Platform ingests enterprise-wide data from your first-party sources (like billing) and third-party sources, then refines and matches the data to create unified customer profiles. These profiles are the building blocks of insights that power journey analytics and orchestration.

EXPERIENCE PRACTICE

The CX Consulting and Design team conducts a scope-to-fit workshop to produce a snapshot of the pain points and gaps in your customer journeys. With a clearer view of these journeys, you can design better experiences throughout the customer lifecycle.
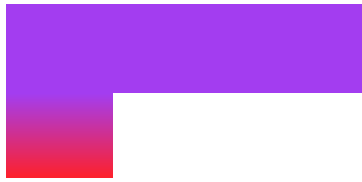
JOURNEY ANALYTICS

Our analytics tools continually track the paths your customers are following throughout your organization. You'll understand how customers are moving across channels and touchpoints — not just how they're responding at a single step in the journey.

JOURNEY ORCHESTRATION

Use our decision engine to create and execute journey flows, like onboarding, collections or fraud notification. Prevent repetitive or contradictory messaging from reaching your customers and launch upsell/cross-sell opportunities.

JOURNEY AS A SERVICE

Leverage pre-built journey templates for a variety of industries. Use them to get a running start on journey mapping, and then tailor them to suit your unique business and customer needs.

THE XPONENT ADVANTAGE

A LATTICE OF DATA

Don't just collect, connect. Xponent links every point of customer data together, so you can use it to create exceptional experiences across the entire customer lifecycle.

SEE THE FUTURE

Xponent uses proprietary logic and insights to determine what message to send to the customer at the right time—so you can give your customers what they want, before they even know what they want.
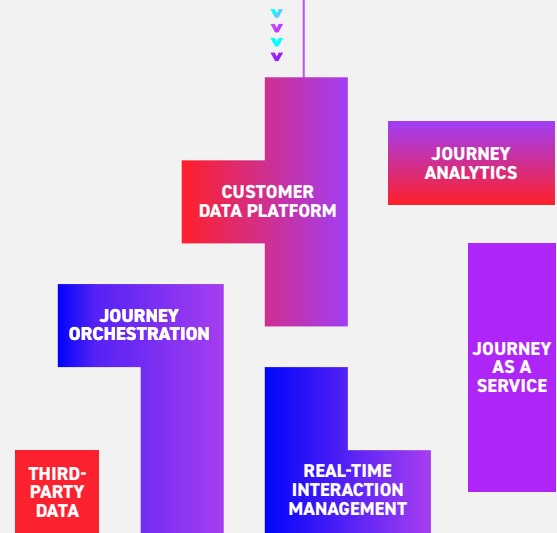
START FROM AHEAD

Xponent doesn't force you to start from square one. We integrate with new and existing technology, and work seamlessly with your current communication solutions. Use our channels or bring your own—it's up to you.
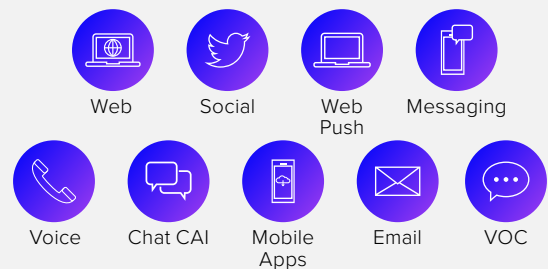
ALL IN ONE PLACE

No matter where your data comes from, Xponent ensures it all ends up in the same place by aggregating data from multiple sources, then unifying it into coherent customer profiles. And by providing actionable data sets to empower your teams to deliver the right message at the perfect moment, Xponent converts complexity into action.

DATA SOURCES

CUSTOMER DATA PLATFORM

JOURNEY ANALYTICS

JOURNEY ORCHESTRATION

JOURNEY AS A SERVICE

THIRD-PARTY DATA

REAL-TIME INTERACTION MANAGEMENT

CSg Xponent

CHANNELS

Web   Social   Web Push   Messaging

Voice   Chat CAI   Mobile Apps   Email   VOC

ILLUMINATE A PATH

Xponent contains an infinity of customer journeys, yet its power lies in the ability to reveal a single, best path forward. Get a unified, 360-degree customer record that allows you to deliver relevant, personalized communications when and where they want. Your customers are more than a transaction. Make their journeys more than a destination.