



INTERNATIONAL

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Survey Results Reveal How the Communications Service Industry is Transforming for Digital

The Multi-device Experience and Internal Alignment of Processes, Systems and Skills are Keys to Success in the Digital Era

ENGLEWOOD, Colo.--(BUSINESS WIRE)-- [CSG International \(NASDAQ: CSGS\)](#), a global provider of interactive transaction-driven solutions and services, announces the results of its recent global market survey, designed to understand how Communications Service Providers (CSPs) are transforming their businesses to better support digital services.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160209005501/en/>

CSG conducted its survey, [Transforming for Digital](#), in partnership with *Pipeline Market Research*, polling approximately 100 CSPs worldwide to determine the current state, opportunities and challenges on the path to becoming Digital Service Providers (DSPs).

Projecting over the next three years, the majority of CSPs said that offering digital services and transforming their business to become a DSP had the most potential to increase top-line revenue, with 28 percent of respondents ranking it as the number one revenue growth area. The majority of service providers surveyed (52%) indicated that most of their service offerings are digital today.

CSPs worldwide said they are taking action on several initiatives to move business transformation forward over the next three years, including updating business processes (69%); improving the customer experience across devices (62%); improving technical resources pool (54%); and updating IT and BSS technologies (52%). In addition, the majority of respondents indicated they will be investing in creating a differentiated multi-device experience (69%).

"While CSPs cited offering services across devices as a key investment area, they also acknowledged that there is much work to be done to align systems and processes to create a truly differentiated digital service experience," said Ken Kennedy, chief technology officer at CSG International. "We believe that the combination of cloud-based systems that provide a faster route to monetizing digital services along with specialized expertise in aligning processes, systems and resources are the keys to transforming the entire organization to fully capture the revenue opportunities of the digital era."

The survey also revealed that CSPs are not alone in their transformation initiatives. Almost all respondents said that a specialized managed service provider could help their organization improve technology and business process, optimize existing systems to make the most of the technology investments, and align business processes to better support digital service initiatives. In addition, CSPs cited a third party's ability to free internal resources to focus on innovation, with a significant portion (13%) saying they would recover more than 50 percent of their team's time to focus on innovation.

To read more about the *Transforming for Digital* survey and its findings, please visit

http://info.csgi.com/digital_transformation.

About CSG International

[CSG Systems International, Inc. \(NASDAQ:CSGS\)](#) is a market-leading business support solutions and services company serving the majority of the top 100 global communications service providers, including leaders in fixed, mobile and next-generation networks such as AT&T, Charter Communications, Comcast, DISH, Orange, Reliance, SingTel Optus, T-Mobile, Telefonica, Time Warner Cable, Vodafone, Vivo and Verizon. With over 30 years of experience and expertise in voice, video, data and content services, CSG International offers a broad portfolio of licensed and Software-as-a-Service (SaaS)-based products and solutions that help clients compete more effectively, improve business operations and deliver a more impactful customer experience across a variety of touch points. For more information, visit our website at www.csgi.com.

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CSG International

Elise Brassell, +1-303-804-4962

Public Relations and Social Media

elise.brassell@csgi.com

or

Liz Bauer, +1-303-804-4065

Investor Relations

Liz.bauer@csgi.com

Source: CSG International

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