

CSG Makes Life Easier for SMEs with Intelligent Bid Process

For nearly 40 years, CSG has delivered innovative customer engagement solutions that help companies acquire, monetize, engage, and retain customers. Operating across more than 130 countries, CSG manages billions of critical customer interactions annually — allowing companies across dozens of industries to tackle their biggest business challenges and thrive in an ever-changing marketplace.

This scale of global operations often comes with complexity and disparate processes that hinder peak performance. To truly embody its customer centric approach, CSG needed a better way to manage and respond to bids so that it could continue to empower employees to deliver exceptional customer experiences. Upholding the highest standards of work while responding to increased demand served as an opportunity for CSG to change its approach to the bidding process.

CHALLENGE

SOLUTION

Inconsistency Between Regions & Product Divisions

Each team within CSG created its own repository and processes resulting in inconsistent bids across the organization.

Consistency & Standardization

CSG now uses approved, curated language throughout all regions and product lines for consistent, defined communications.

Local Storage Across Many Tools

Without a single source of truth, team members would have to search through Excel files or SharePoint to find a single response.

One Central Platform

Ombud's implementation team assisted CSG in adding all the various source documents into Ombud, giving CSG a central hub for content creation and collaboration.

Subject Matter Experts Fatigue

Lack of a unified knowledge base meant product managers and subject matter experts (SMEs) were leveraged repeatedly and would often ask “why am I answering this again?”

Subject Matter Experts Empowered

All assignments and content are now housed in Ombud — unclogging SMEs inboxes and making it easy to contribute to the bid process.

RESULTS

CSG's bid team can now focus on providing quality responses at scale. With the help of Ombud's Customer Success team, CSG fully adopted the platform in a matter of weeks, and now has a long-term partner that includes a dedicated Customer Success Manager.

1/2 the collaborators are now needed on each live bid since SMEs are no longer tapped on an ad-hoc basis

5,000+ curated, approved responses are ready for use in RFPs

20 minutes: the time it takes to fully train a new team member on Ombud

35% of all content being reused in the system is curated

30% or more of every bid is answered with previous responses or curated reference content



“Working with Ombud has alleviated many of the pains we used to feel when RFPs would come in. Today, we can scale our bid process more efficiently and effectively to deliver quality responses. As a result, we’re capturing more new business opportunities.”

— John Orr, Bid Manager

About Ombud

Customers rely on Ombud to automate the content-centric activities in their sales processes. Our platform combines content collaboration, project management, and machine learning to streamline the creation of sales documents like RFP responses, security questionnaires, sales proposals, statements of work, and much more.

OMBUD

Let's Get Started

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