

**SOLUTION OVERVIEW:  
ACCELERATE YOUR MARKETING PERFORMANCE WITH QUAERO,  
A CSG SOLUTION**

Quaero is a leading marketing solutions provider with a simple but powerful focus: *using customer insights and strategy to drive customer value and marketing ROI.* Quaero helps companies like yours shift from traditional campaign-driven marketing to real-time, multichannel customer interaction that improves the customer experience while increasing overall customer value. A distinct win-win for marketers today.

What makes us unique is our ability to help you holistically diagnose and solve marketing problems with a smart combination of strategic, organizational, process, operational, analytic and technology solutions. We bring to the table the expertise you need to think more strategically – as well as the experience you need to execute more successfully.

Through our proprietary MAST<sup>SM</sup> Marketing Effectiveness evaluation, Six Dimensions of Marketing Performance<sup>SM</sup> framework and in-depth advisory roadmap services, you'll gain remarkable insight into your marketing programs as well as clear steps for improvement.

**Accelerate Customer Value with Services Backed By Quaero's Expertise and Experience**

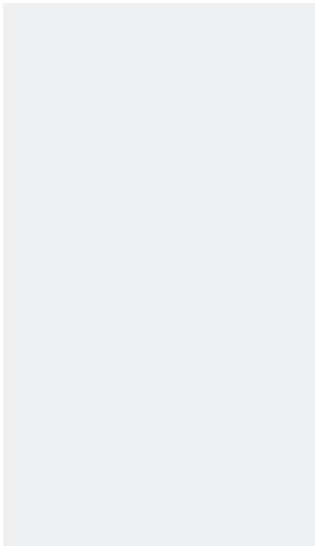
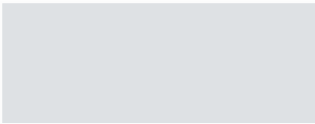
Are you looking to improve the effectiveness of your marketing efforts? Working to make the most of your marketing technology investments? Or, striving to bring all your marketing initiatives to a new level? CSG's Quaero can help you.

- **Quaero Relationship Marketing Solutions**

Strengthen your multichannel customer communications with Quaero. Incorporating strategy, analytics and a configurable marketing database, our turnkey relationship marketing solution is quickly implemented, requires no hardware or software purchases, and delivers rich marketing management and multichannel execution capabilities. So, you'll have more time to focus on strategic vision and program design.

- **Quaero Customer Strategy**

We can help you build a comprehensive Customer Strategy – one that leverages both online and offline customer data. Together, we'll find new ways to retain your most valuable customers, improve the customer experience, acquire new customers who "look like" your most valuable customers, and optimize interactions across channels.



- **Quaero Analytics**

Without analytics, data is just data. With analytics, data becomes insight that drives your business. At Quaero, we move data and analytics from the “back room” to the front lines of marketing. With our combination of analysts, statisticians, strategists and business intelligence experts, we build the analytics solution you need to understand your customers – and turn that understanding into bottom line results.

- **Quaero Roadmapping**

Roadmapping provides recommendations and helps build the business case for needed investments. Quaero’s roadmap engagements are designed to directly address the critical success factors and ensure you make informed, appropriate marketing and technology choices that deliver long-term value.

- **Quaero Marketing Automation**

Your marketing campaigns will be more efficient and effective leveraging Quaero’s expertise in planning, implementing and supporting your marketing applications. Quaero experts understand the complexities of today’s campaign management, marketing resource management (MRM), and measurement and dashboard solutions. They can help you identify the best solution to meet your needs. And, with our proprietary QuaeroCare outsourced campaign development and management services, you can get even more out of your marketing automation investment.

- **Quaero Marketing Database Implementation**

Quaero provides expert implementation of marketing databases and leading marketing automation applications. And, our consultants can advise you on any additional capabilities you may need, such as lead management or business intelligence tools.

## **Quaero Execution Services**

CSG’s Quaero offers seamless execution of all your multichannel communications.

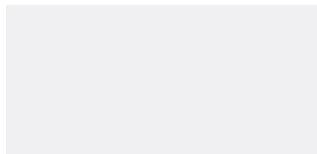
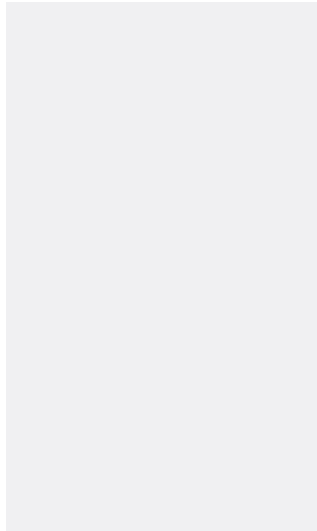
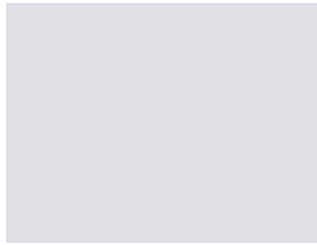
For *Smarter Mail*, you’ll have a one-stop shop for direct mail campaigns from concept to completion. With data, creative, production, mailing, response management and list acquisition, it’s no wonder we’re one of the top ten direct mail marketers.

*Precision Email* enables you to create targeted email marketing communications. Send customers and prospects business-critical, customized, triggered emails to help increase sales, optimize marketing investments and strengthen customer



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**Enhancing the Marketing Power of Globally-Recognized Companies  
... What Can We Do For You?**

With consultant teams across the US, Quaero serves hundreds of leading companies in the Financial Services, Travel and Leisure, Pharmaceutical/Healthcare, Publishing, Telecommunications/High-Tech and Non-Profit industries.

Our success is built on our client relationships. And, we're proud that our client list includes over one hundred of the largest database marketers in the world – leaders such as Bayer Healthcare, Dow Jones, EMC, ESPN, Johnson & Johnson, Leading Hotels of the World, United States Tennis Association (USTA), Wells Fargo.

Contact CSG's Quaero today for innovative help with accelerating your marketing performance. Call 877.570.2199 or email us at [quaeroinfo@csgsystems.com](mailto:quaeroinfo@csgsystems.com).

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**About Quaero**

Quaero, a CSG solution, uses customer intelligence to help clients shift from traditional campaign-driven marketing to real-time, multichannel customer interaction. Quaero experts blend strategy and analytics with performance management and technology to establish dialogues that improve the customer experience while increasing overall customer value.

Headquartered in Charlotte, NC, the Quaero solutions group provides marketing services to category-leading clients within the Financial Services, Pharmaceutical/Healthcare, Travel and Leisure, Media, Consumer and High Tech industries. For more information, call 1-877-570-2199 or visit [quaero.csgsystems.com](http://quaero.csgsystems.com).