

Increase customer loyalty and generate additional revenue with intent-driven, personalized journeys

In today's highly competitive and rapidly evolving digital landscape, customers demand seamless, personalized experiences, while Over-the-Top (OTT) players and tech giants continue to disrupt traditional revenue streams. To stay relevant and thrive, Telcos must pivot from being network-centric to customer-centric service providers.

## // Tallence customer-centric solutions

Tallence's customer-centric strategy not only addresses rising consumer expectations but also unlocks new revenue opportunities by fostering loyalty, increasing lifetime value, and driving differentiation in a saturated market. The shift from product-orientation to customer-centricity is no longer optional - it is essential for sustainable growth and competitive advantage. Tallence supports telecommunications companies by choosing the right strategy, designing the solution architecture, selecting the right commercial products or developing customized solutions and integrating these into the existing enterprise architecture.

## // Key features and benefits

### > Customer & identity access management

CIAM is the cornerstone for any digital user interaction and the basis for optimized user experience and journeys. Securely managing customer identities builds trust and ensures seamless services.

**Optimized management & data protection:** efficient password and user management and compliance with data protection requirements.

**Orchestrated identity management:** unified view of identities through synchronization of all touchpoints.

**Improved user journeys:** seamless omnichannel experiences by integration of personalized identities.

**Use of AI & machine learning:** analysis of digital identities for real-time recommendations and improved customization.

**Effectiveness & security:** time and cost-saving processes for users and companies.

### > Digital maturity assessments & business consulting

Recognizing the current level of customer experience and digital maturity is crucial to driving improvement. Tallence offers comprehensive assessments to identify opportunities, helping to focus on initiatives that maximize value for customers and business.

### > Governance & security

Due to heightened data privacy concerns, maintaining strong governance and security practices is non-negotiable. Tallence ensures that your customer solutions are compliant with regulatory requirements and safeguarded against emerging threats.



The future of telco is not just about connectivity - it's about connecting with your customers on a deeper level, building loyalty and driving profitability.

## // Key features and benefits

### > Omnichannel customer engagement

Tallence empowers Telcos to deliver seamless, consistent and intent-driven customer experiences across digital touchpoints (mobile, web, app, social media), enhancing customer satisfaction, loyalty, and brand commitment.

**Intent-driven customer journeys:** by using data analysis and AI, providers can predict customer needs, deliver tailored offers and personalize experiences through a unified, 360-degree view of the customer.

**Process automation:** optimize zero touch operations while reducing cost and downtimes

**Marketing automation:** real-time personalized communication enhances satisfaction

**Use of intelligent digital agents:** improve customer experiences by offering digital, automated 24/7 support, lowering costs, and driving conversion.

### > Service provisioning

Optimizing the fulfillment & provision of services and resources by combining efficiency, security and personalization:

**Automation and scalability:** faster provisioning and improved response times through automated processes.

**Data integration:** merging and analyzing internal and external data for optimized processes.

**Unified identity management:** seamless coordination of identity and access management across all touchpoints.

**Use of AI & machine learning:** predictive analyzes and real-time recommendations for personalized services.

**Effectiveness & security:** time- and cost-saving processes for an improved user experience.

## // Ahead with Tallence customer-centric solutions

Tallence AG's customer-centric solutions are transforming the telecommunications industry by providing innovative, personalized digital experiences to meet the evolving needs of its customers.

**Let's talk about your needs at MWC 2025!**

Contact our expert and schedule a meeting:

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