

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

In today's highly competitive and rapidly evolving digital landscape, customers demand seamless, personalised 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 customised 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 optimised user experience and journeys. Securely managing customer identities builds trust and ensures seamless services.

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

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

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

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

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

> Digital maturity assessments & business consulting

Recognising 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 maximise 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: optimise 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

Optimising the fulfilment & provision of services and resources by combining efficiency, security and personalisation:

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

Data integration: merging and analysing internal and external data for optimised processes.

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

Use of AI & machine learning: predictive analyses and real-time recommendations for personalised 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, personalised 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:

Christian Schöntag

Head of Digital Telco

+49 171 684 12 28

christian.schoentag@tallence.com

