

Customer Onboarding & Welcome Experience

Turn first impressions into **lasting customer relationships**

We orchestrate onboarding journeys that guide customers from first interaction to confident activation; reducing friction and accelerating early engagement.

Our Approach

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Optimise your customers' **welcome and onboarding experience**

Tilte transforms onboarding from a series of disconnected communications into a unified, coordinated activation journey. We guide your customers seamlessly from initial sign-up to confident product adoption with significantly less effort and greater clarity.

Our fully managed service integrates into your existing operational systems to design, streamline, and automate onboarding workflows across all channels.

We connect messaging, product prompts, and real-time behavioural triggers into a single coordinated system; ensuring that every journey dynamically adapts to customer actions as they progress.



The Opportunity

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Create early momentum with a **positive onboarding experience**

A carefully curated welcome and onboarding experience builds strong customer relationships, helping to engage customers faster and realise value sooner.

- **Improve activation rates**
Guided onboarding experiences that help customers move forward with confidence.
- **Reduce avoidable support demand**
Intuitive digital communications that answer questions before they become service requests.
- **Increase engagement**
Journeys that adapt to customer behaviour and progress.
- **Build stronger long-term relationships**
Create seamless and consistent welcome experiences.

Key Solution Capabilities



Orchestrate your onboarding journey **with optimised messaging**

- **Behaviour-led onboarding journeys**

Adapt communications according to customer actions and progress.

- **Interactive digital experiences**

Transform static documents into secure communications customers can engage with directly.

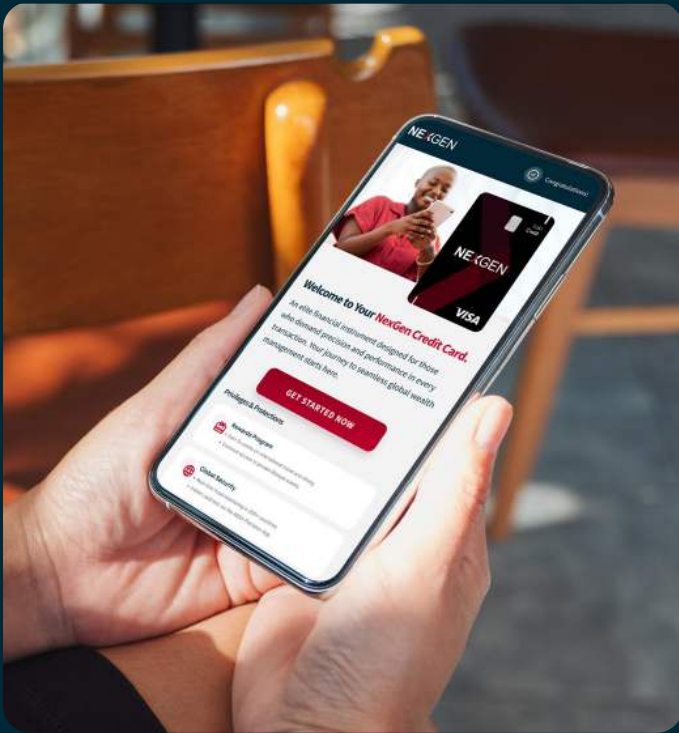
- **Secure omnichannel delivery**

Visibility and tracking across every interaction.

- **Personalised, brand-aligned communications**

Create consistency while responding to individual customer needs.

Communications We Manage



Welcome communications that **inform and delight**

We design and manage digital communication across your customer onboarding journey, from initial welcome through to successful activation.

Onboarding & Activation:

1. Welcome Packs
2. Onboarding Series
3. Terms of Service
4. Membership Activations
5. Account Creation
6. Membership Confirmations

Education & Adoption:

1. Getting Started Guides
2. First Purchase Guidance
3. Next-best Action Prompts
4. How-to Tips

Use Cases



Operational impact where you **need it the most**

Lifecycle service adoption

Guide customers through verification, activation, and daily usage using connected digital experiences.

Operational efficiency

Replace fragmented onboarding communications with coordinated journeys that improve engagement and save operational time.



Business Outcomes



Measurable business impact through **communication orchestration**

01

Accelerate time-to-value

Improve commercial performance through earlier customer engagement.

02

Increase early-state retention

Through connected onboarding experiences that build confidence and trust.

03

Reduce cost-to-serve

By lowering avoidable support interactions through proactive communication.

Why Partner With Us



Tilte brings together people, process, and technology to create connected communication experiences that support activation, improve operational efficiency, and strengthen customer relationships.

We combine strategic thinking with practical execution to help organisations deliver communications that are simpler to manage and easier for customers to navigate.

Ready to improve activation rates and build a **positive first impression** that lasts?



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