

Lifecycle Communication & Next-Best-Action

T/LTE

Build stronger customer relationships through **responsive, connected engagement.**

We deploy and manage an always-on engagement engine on our secure cloud environment that interprets customer behaviour and delivers the ideal next action at the perfect moment.

Our Approach

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From manual campaigns to **automated, connected journeys**

At Tilte, we don't sell software or require your team to configure complex automation tools. Instead, we design, deploy, and fully manage your lifecycle engagement strategies on our secure cloud environment.

We help your organisation transition seamlessly from disjointed, manual campaigns to fully automated, connected customer lifecycle journeys without adding operational complexity.

Our managed service integrates directly into your existing operational systems, lifting the internal burden by monitoring live events, interpreting customer behaviour in context, and executing the ideal next-best-action across every digital channel.



The Opportunity

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Drive conversion with **personalised, behaviour-led journeys**

Move beyond rigid, fixed calendar communication and respond intelligently to customer behaviour in real-time.

- **Increase conversion rates**
Targeted communications that reflect individual context, live preferences, and active moments of intent.
- **Guide customers seamlessly**
Meaningful next actions that maximise customer lifetime value and deepen loyalty.
- **Deliver true personalisation**
Leverage connected behavioural data rather than relying on broad, static audience segments.
- **Maintain continuous momentum**
Enhance the customer lifecycle experience by responding to behavioural data as it happens.

Key Solution Capabilities



A fully managed, **always-on engagement engine**

Our managed service provides the infrastructure and operational expertise to run automated lifecycle journeys, providing:

- **Unified behavioural decision layer**

Interpret operational data, customer actions and behavioural history to determine the next best action in real time.

- **Event-driven journey automation**

Trigger highly relevant communications automatically in response to customer actions, behaviours or milestones.

- **Omnichannel orchestration**

Coordinate and execute consistent engagement across email, SMS, popular messaging apps and interactive digital documents.

- **Continuous optimisation**

Constantly track, test and refine communication performance using accumulated engagement insight to boost ROI.

Communications We Manage



Send the right message, **on the right channel, real-time**

We handle the end-to-end design, delivery, and timing optimization of your lifecycle messaging portfolio.

Growth & Retention:

- Personalised Offers
- Special Discounts
- Renewal Reminders
- Dormancy Prompts

Milestones & Loyalty:

- Loyalty Statements
- Milestone Notifications
- Abandoned Cart/Dropped Basket Alerts

Operational Efficiency:

- Appointment Confirmations
- Schedule Updates
- Account Milestones

Use Cases



Smarter lifecycle communication with **measurable returns**

Relationship growth and expansion

We systematically identify moments of intent and deploy timely communications that naturally encourage deeper product or service adoption.

Service and lifecycle retention

We monitor and respond dynamically to customer behaviours and major milestone events to maximise long term customer retention.



Business Outcomes



Automated lifecycle messaging, **without the complexity**

01

Eliminate campaign complexity

With an always-on, fully managed execution capability that reduces internal marketing and operational overheads.

02

Boost response & conversion rates

By ensuring your communications hit the customer's device at their peak moment of relevance.

03

Unlock hidden value from existing data

Maximise the impact of your current customer data without undergoing expensive IT transformations.

Why Partner With Us



Tilte brings together communication strategy, operational execution, and secure cloud delivery to transform traditional outbound messaging into highly valuable lifecycle experiences.

By designing, deploying, and managing these responsive journeys on our cloud infrastructure, we help organizations dramatically improve their customer value and conversion rates. We eliminate the technical and administrative burden on your internal teams, making your customer journeys simpler to scale and highly profitable to run.

Ready to launch an **always-on engagement strategy** without the operational strain on your internal team?



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