

Communication that strengthens loyalty **before customers disengage**

We leverage early customer signals, intelligent orchestration, and timely engagement to remove friction, strengthen relationships, and support long-term growth.

Our Approach

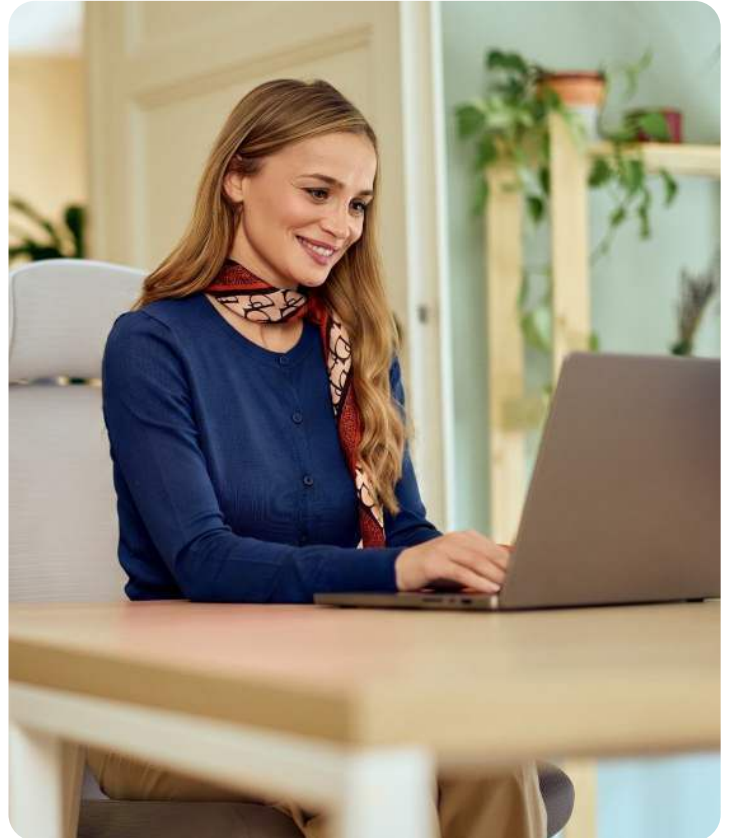


From reactive retention to **loyal, engaged customers**

Tilte helps organisations transition seamlessly from reactive retention tactics to proactive customer engagement by designing and delivering targeted, highly personalised communication experiences that build lasting brand loyalty, continuously reinforce ongoing product value, and significantly reduce avoidable churn.

By combining real-time customer data, behavioural triggers, and intelligent journey orchestration, Tilte enables contextual interventions that ensure every single touchpoint actively reduces operational friction.

This keeps customers connected, supported, and meaningfully engaged throughout their lifecycle with your organisation, driving long-term retention and sustainable business growth.



The Opportunity



Retain customers through **proactive engagement**

A strategic approach to communication promotes customer retention, pre-empting disengagement, and reducing churn.

- **Strengthen valuable customer relationships**
Proactive engagement that builds loyalty.
- **Real-time customer data**
Recognise and optimise opportunities for timely communication.
- **Improve experiences**
Identify moments where better support can increase satisfaction.
- **Build stronger loyalty**
Communications that reflect customer context and behaviour.

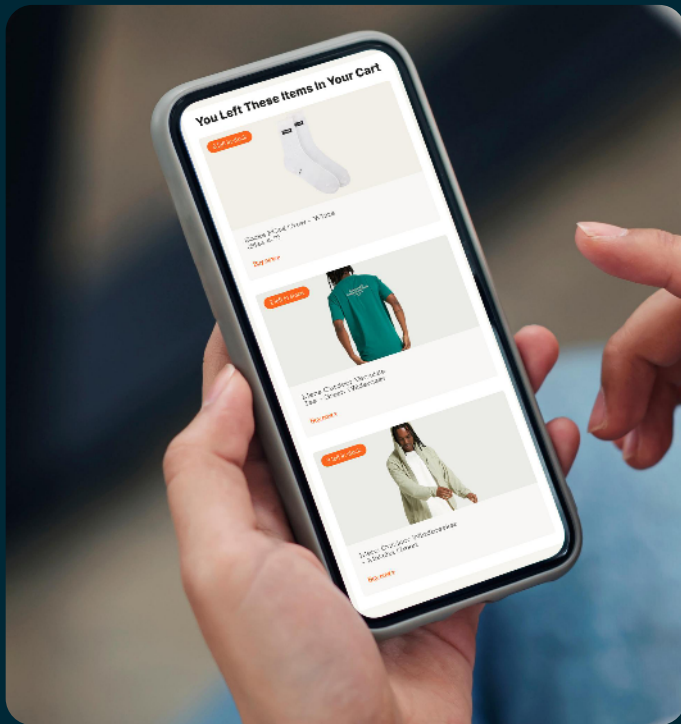
Key Solution Capabilities



Turn customer signals into **personalised journeys**

- **Customer signal monitoring**
Identify engagement changes and opportunities for intervention.
- **Automated engagement journeys**
Respond immediately to customer events and lifecycle moments.
- **Personalised communication experiences**
Informed by customer context and history.
- **Renewal and milestone journey**
Management designed to support continuity and increase value.

Communications We Manage



Proactive communication **that pre-empts churn signals**

We design and manage communication that promotes engagement and reduces churn across customer journeys.

Digital Adoption & Onboarding

- Welcome & Onboarding

Engagement Drivers

- Personalised Offers
- Abandoned Cart Reminders
- Service Updates

Reconnection Drivers

- Dormancy Reminders
- 'We miss you' Campaigns
- Re-engagement Prompts

Relationship Continuity

- Missed obligation notices
- Renewal Notices

Use Cases



Drive continuity **across every touchpoint**

Lifecycle continuity triggers

Deploy proactive communications during key relationship moments to strengthen engagement and improve continuity.

Omni-channel service coordination

Coordinate customer retention journeys across channels to improve service experiences and reduce manual operational effort.



Business Outcomes



Protect revenue with an **always-on retention engine**

01 Protect core revenue

Improve commercial performance through stronger engagement and more relevant communication.

02 Create a scalable retention capability

That learns from data and improves continuously over time.

03 Increase customer loyalty

Through timely and connected experiences that resolve friction early.

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 see the **impact of improved retention** on your bottom line?



connect@tilte.cx



+27 (0) 10 824 7849



www.tilte.cx