

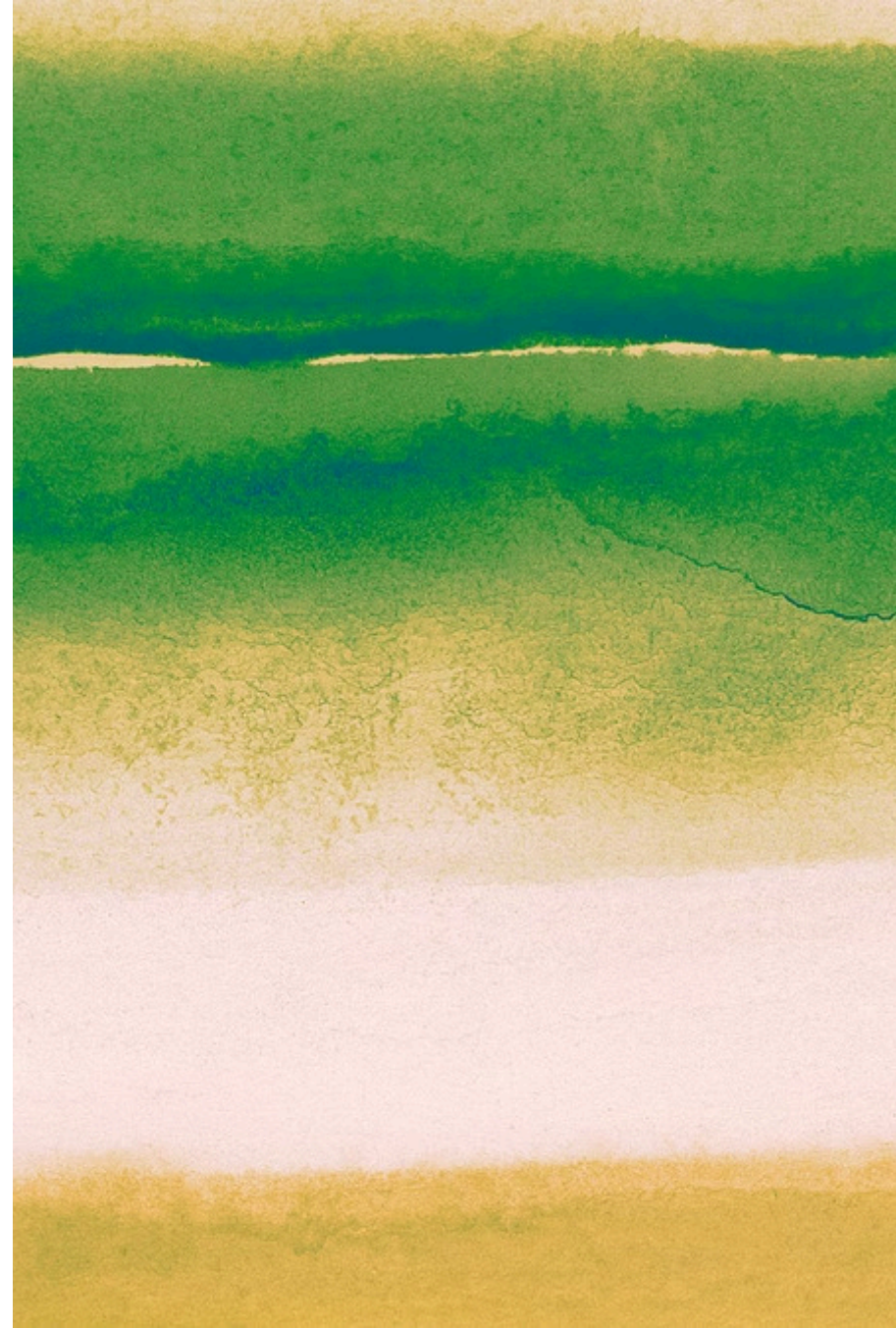
TEXT

PARTNER SALES DECK

TELECOM INDUSTRY

# Transform Telecom Customer Engagement with Text

Partner Solutions for Next-Generation Customer Communication





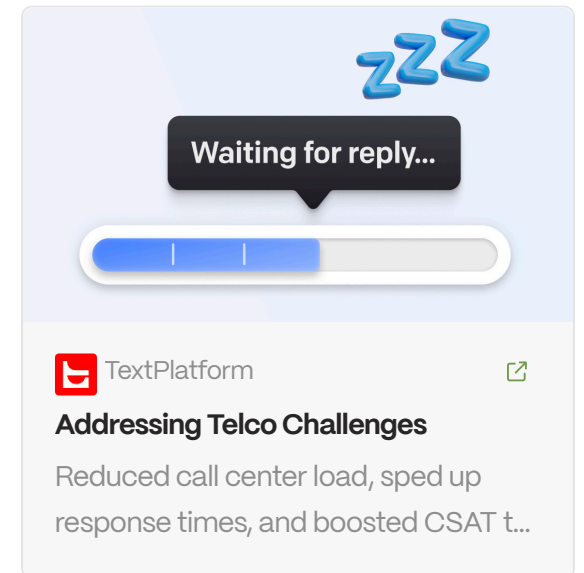
# The Telecom Customer Experience Challenge

## Market Pressures

Telecommunications providers face unprecedented pressure. Customers demand **instant, personalized support across multiple channels**. Competition intensifies as new providers enter with aggressive pricing and digital-first experiences.

Traditional call center models can't keep pace. Operating costs rise while satisfaction scores decline. **Providers manage millions of monthly interactions** across phone, email, chat, social media, and messaging—creating fragmented experiences.

Meanwhile, regulatory requirements intensify. Providers must maintain detailed records, ensure data privacy, and deliver consistent service across all touchpoints. Legacy systems weren't built for this.



# Critical Pain Points Holding Telcos Back



## Fragmented Customer Conversations

Interactions scattered across disconnected systems mean agents lack context. **Customers repeat themselves constantly, leading to frustration and churn.** No unified view of the customer journey.

## Overwhelming Support Volume

Peak periods—billing cycles, outages, new device launches—create service bottlenecks. **Long wait times damage brand reputation.** Agents struggle to prioritize urgent technical issues from routine inquiries.

## Limited Analytics Visibility

Executives can't identify trends or measure team performance effectively. Data exists in silos. **Root cause analysis for recurring issues takes weeks instead of hours,** delaying problem resolution.

## Scaling Service Operations

Adding new channels or expanding to new markets requires extensive IT resources. **Implementation timelines stretch for months.** Cost per interaction remains stubbornly high despite digital initiatives.

# Why Traditional Solutions Fall Short

Legacy contact center platforms and disconnected point solutions create more problems than they solve. These outdated approaches prevent telecom providers from delivering the seamless, modern customer experiences that today's market demands.

## Legacy Systems Can't Adapt

Built for phone-only support decades ago. Adding new channels requires expensive custom development. Integration with modern CRM and billing systems is complex and fragile.

## Point Solutions Create Chaos

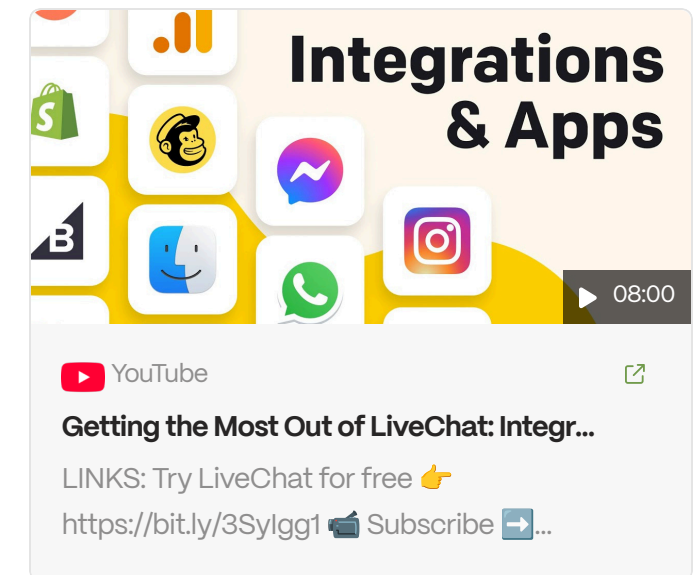
Separate tools for chat, email, social media, and SMS create operational nightmares. Agents toggle between multiple applications, slowing response times and increasing errors.

## High Costs, Low Flexibility

Enterprise contact center platforms require significant upfront investment and long-term contracts. Customization demands specialized consultants. Scaling up or down is expensive and slow.

# Introducing Text: Built for Modern Telecom Support

Text delivers a unified customer engagement platform purpose-built for telecommunications providers. One central hub manages every customer conversation across **SMS, WhatsApp, Facebook Messenger, web chat, email, and voice**—giving agents complete context and control.



Unlike legacy systems, **Text launches in hours, not months.** The cloud-native architecture integrates seamlessly with existing telecom BSS/OSS systems. Teams can automate routine inquiries, route complex issues to specialists, and measure performance with real-time analytics—all from a single, intuitive interface.

# How Text Solves Telecom's Biggest Challenges

Text helps telecommunications companies worldwide enhance customer satisfaction while reducing support costs. The platform scales from regional providers to multinational carriers, adapting to unique operational requirements and regulatory environments.



## Unified Conversations

Every customer interaction flows into **one platform**. Agents see complete conversation history regardless of channel, eliminating repetition and reducing handle time by up to 40%.



## Intelligent Automation

AI-powered routing sends inquiries to the right team instantly. **Chatbots handle common requests like balance checks and plan upgrades 24/7**, freeing agents for complex technical support.



## Actionable Analytics

Real-time dashboards reveal customer sentiment, agent performance, and service bottlenecks. **Drill into conversation transcripts to identify training needs** and process improvements immediately.



## Effortless Scaling

Launch new channels in hours without IT overhead. Flexible pricing grows with your client's business. **Enterprise-grade security and compliance features** are built-in from day one.

USE CASES

# Real-World Applications for Telecom Providers

01

## Proactive Outage Management

Send notifications via SMS when service disruptions occur. Route inbound inquiries to a dedicated outage team with pre-written response templates.

02

## Seamless Plan Upgrades

Enable customers to compare plans and complete upgrades through WhatsApp or web chat. Integrate with billing systems for instant activation.

03

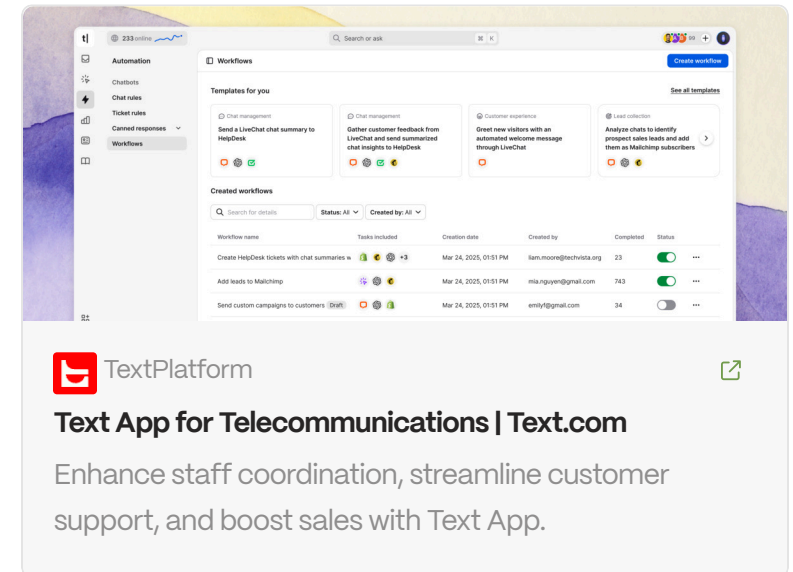
## Technical Support Triage

Use AI to assess issue complexity and route accordingly. Simple connectivity problems go to Tier 1, while device configuration reaches specialists immediately.

04

## Billing Dispute Resolution

Give agents instant access to usage records and payment history within the conversation thread. Reduce escalations and improve first-contact resolution rates.



These scenarios represent just a fraction of Text's capabilities. **The platform adapts to your client's unique workflows**, whether they're a mobile virtual network operator with 50,000 subscribers or a national carrier managing millions of customers across multiple brands.

# Partner Revenue Opportunities with Text

## Implementation Services

- Platform configuration and deployment
- CRM and billing system integrations
- Custom channel setup (SMS, WhatsApp, social)
- Agent training and change management

Text + Software Houses

## Workflow Optimization

- Chatbot design and conversation flows
- Intelligent routing rule configuration
- Template library development
- Automation strategy consulting

Text + Integrators

## CX Consulting

- Customer journey mapping
- Channel strategy and roadmaps
- Analytics and reporting framework
- Performance benchmarking

Text + CX Advisors

## Managed Services

- Ongoing platform administration
- Monthly optimization reviews
- Seasonal scaling support
- Helpdesk for agent questions

Text + BPOs

As a Text Solution partner, you **combine your telecom industry expertise with a proven platform**—creating high-value, recurring revenue streams while solving critical business problems for your clients.

PROVEN RESULTS



# Telecommunications Success Stories

40%

## Faster Response Times

Middle East telecom provider reduced average response time across all channels

60%

## Higher Automation Rate

Routine inquiries handled automatically, freeing agents for complex issues

35%

## Lower Operational Costs

Decreased cost per interaction through channel shift and automation

## Read the Full Case Studies

### Customer Engagement for Telcos

Discover how telecommunications providers are transforming customer experiences with modern engagement strategies

text| × Evamp & Saanga

↑ CSAT  
**>80%**

TextPlatform

**How Evamp & Saanga Moderniz...**

Discover how Evamp & Saanga helped a major telecom group transform...

### Engagement Across Clients in the Middle East

Learn how regional providers achieved unmatched engagement insight across their customer base

text| × CUPOLA

PARTNER CASE STUDY

**Scaling Engagement and Insight Across Clients in the Middle East Region**

TextPlatform

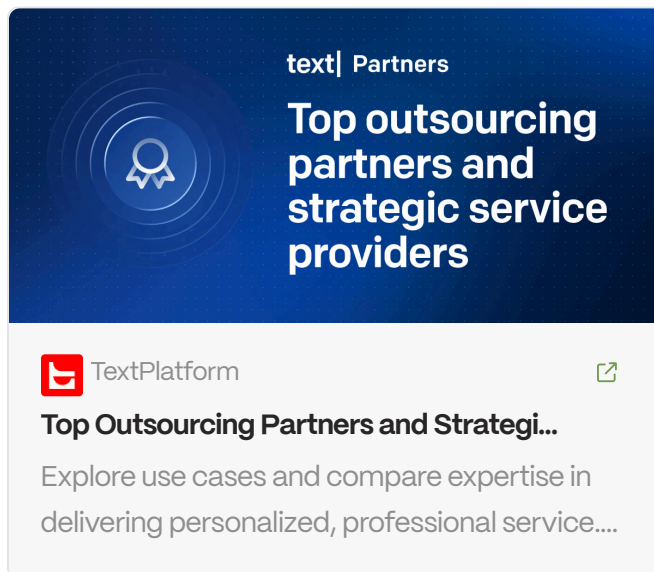
**How Cupola Drove Fivefold Chat...**

See how Cupola transformed chat into a growth channel with LiveChat,...

"Text provided unmatched engagement insight across our customer base. The unified platform transformed how our teams collaborate and respond to customer needs. Implementation was smooth, and the ROI became clear within the first quarter."



— Regional Telecommunications Provider, Middle East

# Why Your Clients Should Buy Text Through You

A screenshot of a LinkedIn post from TextPlatform. The post has a dark blue header with a white icon of a person with a checkmark and the text "text| Partners" and "Top outsourcing partners and strategic service providers". The main content area is white with the TextPlatform logo, the title "Top Outsourcing Partners and Strategi...", and a short description: "Explore use cases and compare expertise in delivering personalized, professional service....".

text| Partners

**Top outsourcing partners and strategic service providers**

 TextPlatform 

**Top Outsourcing Partners and Strategi...**

Explore use cases and compare expertise in delivering personalized, professional service....

## Industry Expertise Meets Platform Power

Your clients don't just need software—they need a **partner who understands telecommunications business models**, regulatory requirements, and operational challenges. You bring that critical context.

As a Text Solution partner, you deliver complete solutions, not just licenses. You guide strategy, ensure successful adoption, and optimize performance over time. **Your clients get faster time-to-value and better long-term outcomes.**

Text provides the technology foundation. You provide the industry knowledge, implementation skills, and ongoing support that turn that foundation into measurable business results.

[Check Partner Opportunities](#)

[Explore Telecom Solutions](#)