

Telia Denmark deploys Agillic's Customer Lifecycle Management for Postpaid Solution



Released on: November 13, 2007, 3:32 am

Press Release Author: [Agillic](#)

Industry: [Telecommunications](#)

Press Release Summary: One of Denmark's largest telecoms operator, Telia, has chosen Agillic to handle their customer lifecycle management for Postpaid Solution in an effort to increase customer loyalty.

Press Release Body: **Agillic**, specialists in customer lifecycle management, has announced that **Telia**, the third-largest telecom operator in Denmark, has deployed **Agillic's [customer lifecycle management](#) (CLM) for Postpaid Solution**. Based on an on-demand business model, the solution is designed to drive down churn levels and retention costs amongst **Telia's** post-paid subscribers.

Operating in one of the most competitive markets in the world, **Telia's** goal to create growth and maintain profitability is challenging. Already offering one of the market's most exciting and innovative range of products and services, **Telia** attracts new customers every day but has been suffering from unacceptable levels of churn.

"We were looking for a solution that could give us the flexibility to interact with over 600,000 of our post-paid customers. We were successfully attracting new customers but wanted to connect with our

existing customers more effectively." said **Mads Neble, Marketing Manager, Consumer Market, Telia DK.**

"We wanted the capability to reward our customers for their loyalty and understand how we could better communicate and meet individual and changing expectations to create valued and long-term relationships," added Mr Neble.

*"**Agillic's CLM for Postpaid Solution** has provided us with a new way to communicate with our customers. Having the ability to interact with all our high value customers on a one-to-one basis – from a completely hosted solution – has reduced our risk and cost of ownership."*

With **Agillic's customer lifecycle management for ([Postpaid Solution](#))** each subscriber is treated individually according to personal circumstances. It automatically matches content to customer-driven trigger points that accurately reflects an understanding of each customer's usage, lifecycle position and past history. The benefit of this proactive approach to customer communications is that it effectively creates human-like relationships that grow in strength over time creating unprecedented levels of loyalty.

*"We are delighted to welcome **Telia** as an **Agillic** customer, which further strengthens our presence in the Nordic market"* said **Agillic CEO, Mikko Hietanen.** *"**Telia** is known to be an innovative and forward-looking operator, and having been selected by **Telia**, it clearly demonstrates our ability to make a significant impact on the customer experience thereby reducing churn, increasing loyalty and lowering retention costs."*

---ENDS---

ABOUT

Specialists in customer lifecycle management, **Agillic** helps communication service providers improve individual customer experiences from acquisition through to maturity, by creating and maintaining a valued subscriber/operator relationship leading to increased levels of customer retention and lower acquisition and retention costs.

Founded in Scandinavia in 1999, **Agillic** has delivered its unique choice of customer lifecycle management solutions to a number of

leading telecom operators including TeliaSonera, H3G, Telenor Sonofon and MVNOs such as DixiTel, Gaymobile and Dot.

ABOUT

TeliaSonera:

Serving 100 million customers in 15 countries, **TeliaSonera** provides reliable, innovative and easy-to-use services for transferring and packaging voice, images, data, information, transactions and entertainment. **TeliaSonera** is the leading telecommunications company in the Nordic and Baltic region, with strong positions within mobile communications in Eurasia, Turkey and Russia and Spain.

Web Site: <http://www.agillic.com>

Contact Details: Agillic
Sally-Ann Vincent,
Marketing Communications Manager
sally-ann.vincent@agillic.com
+ 44(0) 20 7290 2727