

telness™

DESIGN FOR SCALABILITY



**telness<sup>T</sup>**

A black and white photograph of a woman sitting at a desk, smiling broadly while talking on a mobile phone held to her ear. Her right hand is on a laptop keyboard. The background is softly blurred, showing a window and some indoor plants. The overall mood is professional and positive.

**“Next generation telco  
for businesses”**

**telness™**

## Swedish telecom market dominated by 4 BIG players...



**37 billion SEK**

**16 billion SEK**

**12 billion SEK**

**7 billion SEK**

**6,600 employees**

**2,600 employees**

**1,700 employees**

**1,300 employees**

...with crazy low customer satisfaction!

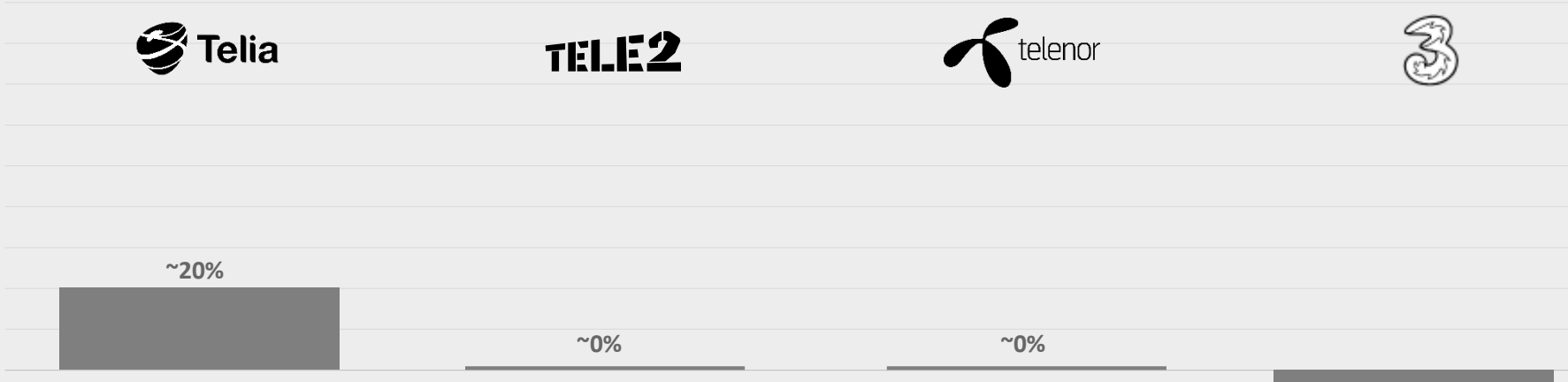


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**Disrupting an analogue industry**

# BENEFITS OF BEING A YOUNG ENTREPRENEUR OF SWEDEN

**Advantages from  
being the disruptor...**

...and how to use it!

**Why the customer  
is king...**

...and how to use that!



**Old legacy**

**vs**

**New possibilities**

Customers

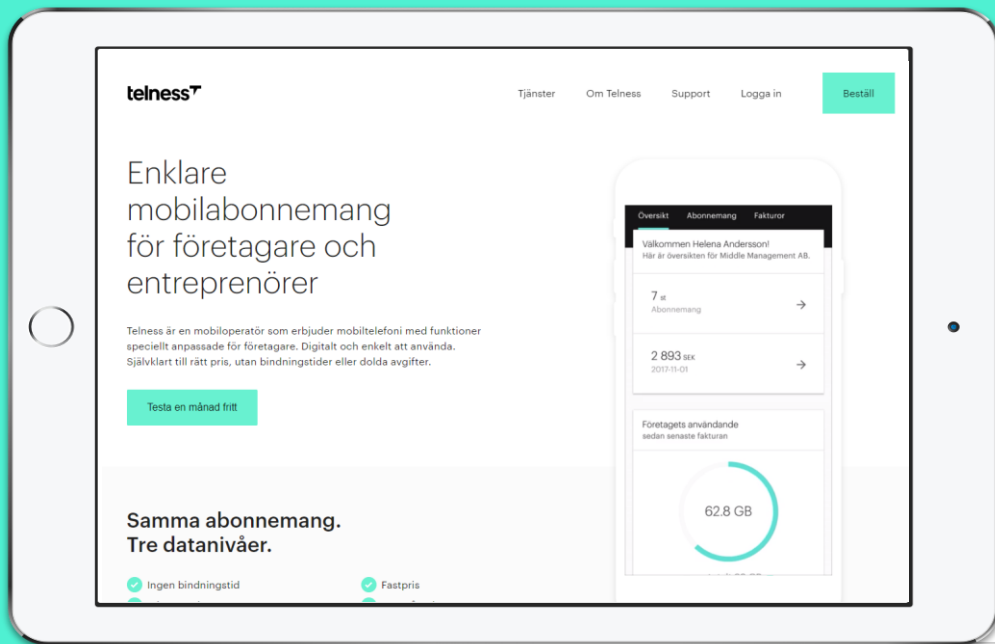
Technology

Team & Behavior

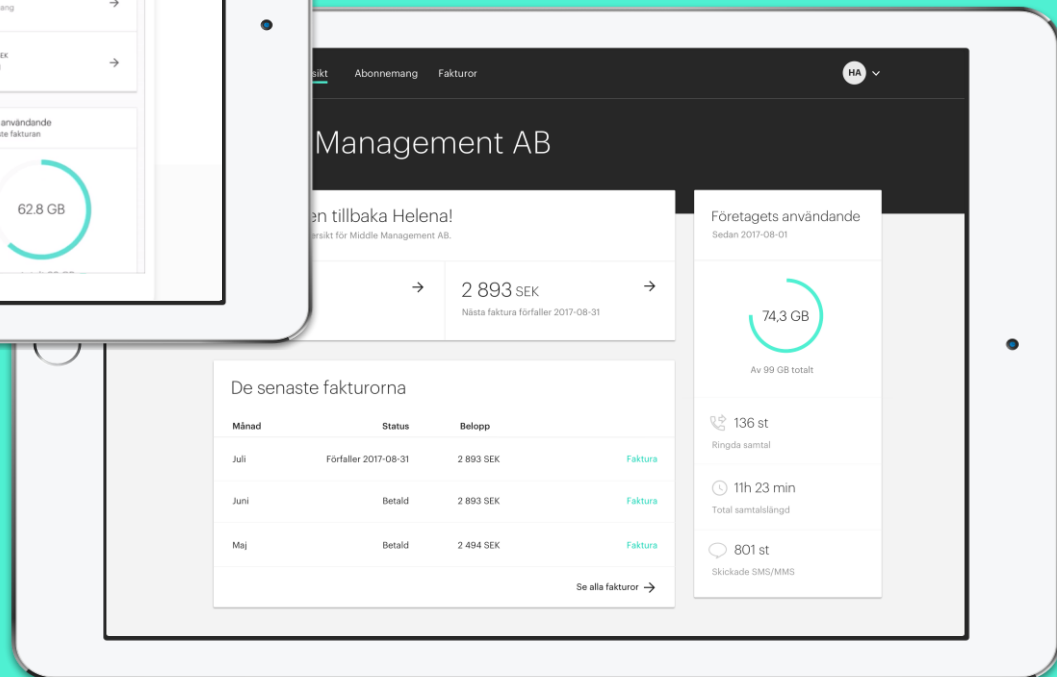


**“The customer can fire everyone  
in the company from the  
chairman and down, simply by  
choosing someone else!”**

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Its always about  
the customers!



Telness started with  
**124** designed  
customer journeys...

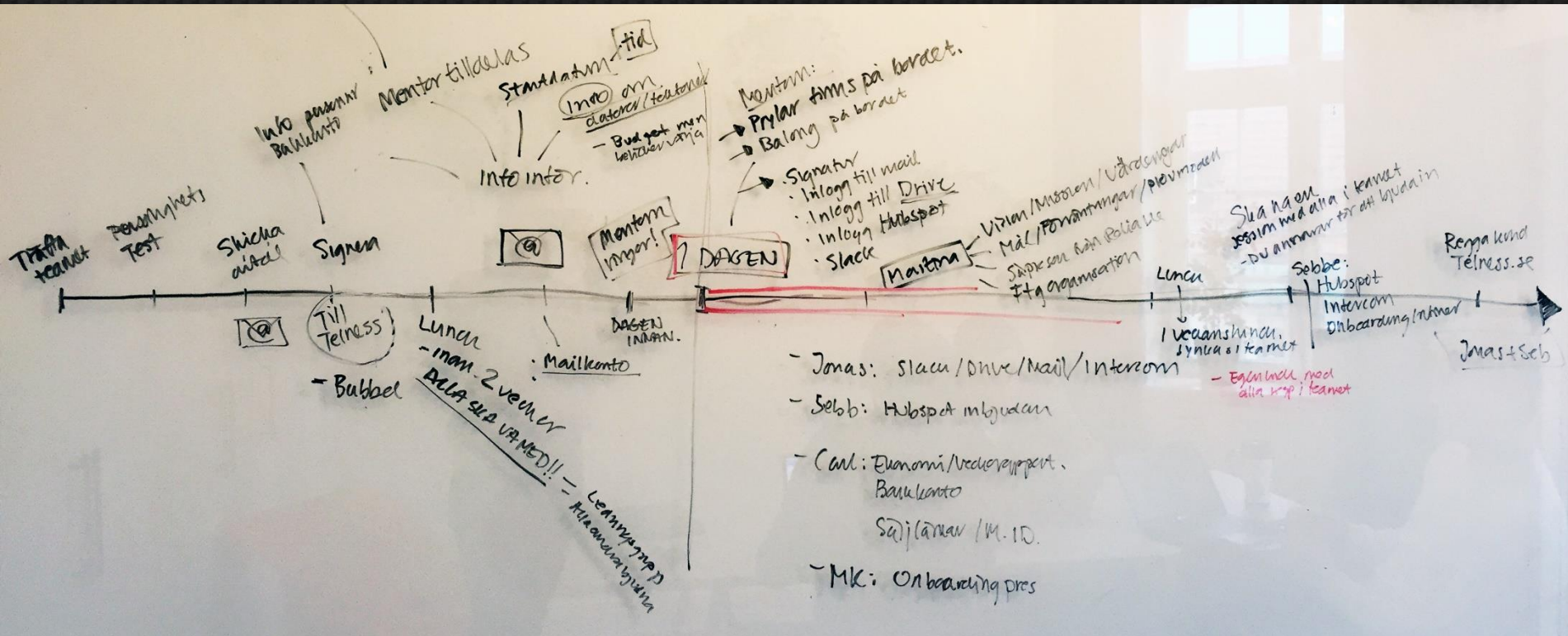
What is a customer journey?

**Customer perspective**

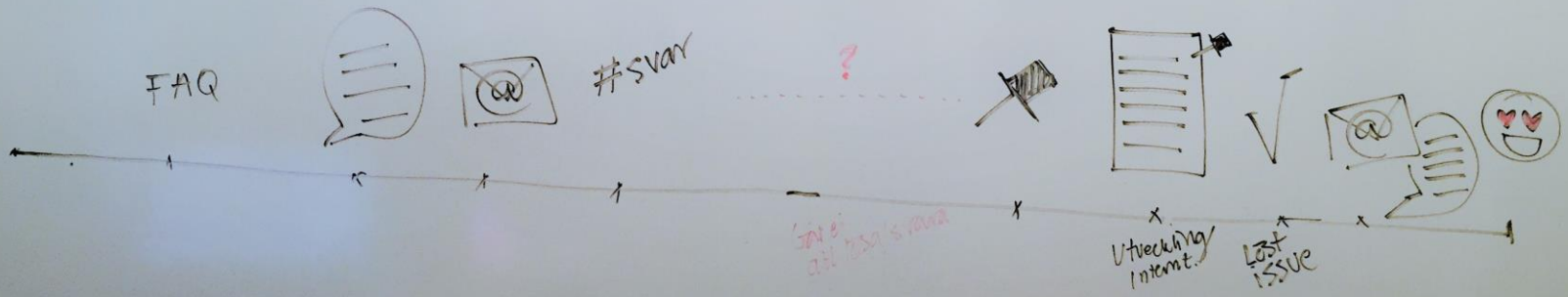
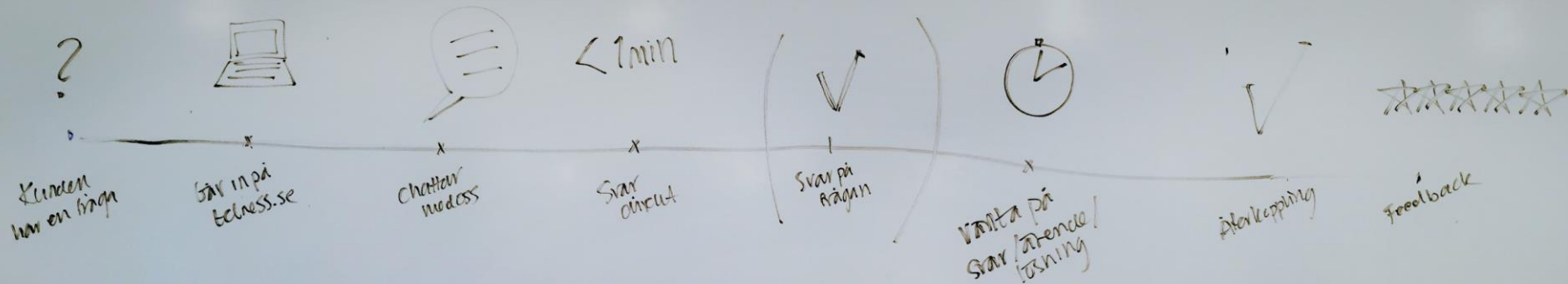


**Internal perspective**





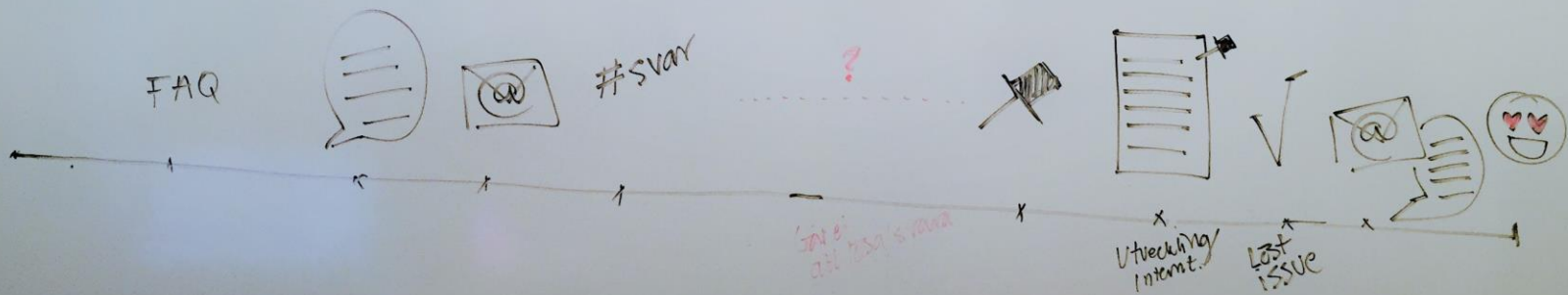
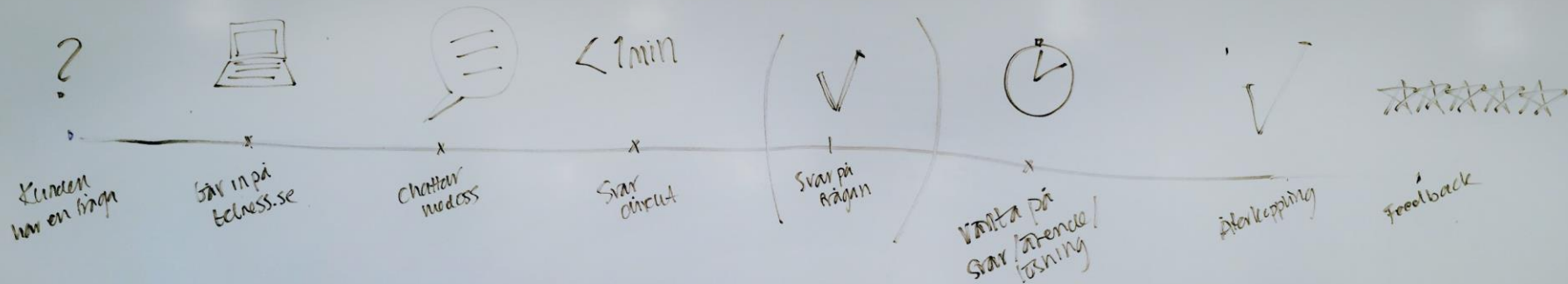
How to do this scalable?



Sår in på telnäss.se



How to do this scalable?



# telness<sup>T</sup>

## Learnings customer design



**Is customer focused and gives happy customers**



**Increases effectiveness and enables scalability**



**Gives consistency in experience and processes**

## **Excel where it matters!**

→ Find and design your most important journeys

**Most common?**

**Most critical?**

**Possibility to  
stand out?**

**Vilken är din viktigaste kundresa?**

A black and white photograph of a woman sitting at a desk, smiling broadly while talking on a mobile phone. She is wearing a light-colored, long-sleeved blouse. Her right hand is on her ear, and her left hand is on a laptop keyboard. The background is softly blurred, showing a window and some indoor plants. The overall mood is positive and professional.

**Andra operatörer får gärna vara störst.  
Vi nöjer oss med att bli bäst.**

**Tack!**

“The only thing you know about the future is that it will always change”