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# Transforming **Telcos** for a tech- driven tomorrow

Redefining the Telco Landscape: From Hyper-Personalized  
Digital Experiences to Factories of the Future



Let's talk:  
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Fluidic Enterprise

# Evolving Telco landscape

Telecom is evolving fast, with telcos reimagining themselves as techcos. Here's what's driving the change:

- **Hyper-personalization:** AI-driven, seamless, and personalized customer experiences.
- **Tech-first leadership:** Leveraging 5G, AI/ML, cloud, and automation.
- **Revenue diversification:** Beyond connectivity—expanding into digital services.
- **Future-ready solutions:** Agile, open, and scalable architectures for sustained growth.

We help telcos modernize, innovate, and lead with agility.

## Delivering value



### Differentiating through customer experience

We empower leading telcos to deliver hyper-personalized experiences across the customer lifecycle through AI-enabled CX/DX solutions, intuitive customer interfaces, seamless omnichannel engagement, dynamic marketplaces, and advanced analytics.



### Data and AI to enable Telco to Techco journey

We help telcos monetize data, cut costs, and enhance decision-making with Big Data, AI/ML, and Agentic AI to ensure hyper-personalization, automation, and smarter operations.



### Driving growth for 4G/5G-powered enterprises

Guided by our design thinking approach and product mindset, we enable telcos to go well beyond connectivity, helping them deliver cutting-edge enterprise solutions—from IoT and private networks to edge computing—fostering a truly connected ecosystem!

## Expedite transformation with our accelerators



AI-powered Genome for hyper-personalization



Gen AI-based Customer and Agent Copilot for leaner operations



Assisted Reality-based Field Service



Telco digital platform for seamless E2E customer experience



ML-based inventory planning and optimization



Digital twin for remote diagnostics and improved planning



Next-gen customer loyalty solution powered by AI



Data Engineering Platform for better processes and data quality



Intelligent worker / public safety solution using video analytics



Customer opinion mining



AI Search assistant bot



IoT-based real-time environmental monitoring

# A glimpse of our experience

## Differentiating through customer experience



### Digital transformation of CX

#### Leading Finish Telco OEM

Designed an AI-driven, omnichannel mobile app that redefined the customer journey—delivering hyper-personalization and boosting engagement, especially among millennials.



### Engaging CX with Super App

#### Leading African Telco

Developed a Super App having features like Instant Messaging, Audio /Video calling, media channels' subscription, stories, games, micro apps, payments and rewards. Super App currently has 35 million MAU.

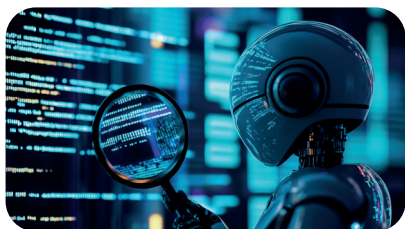


### Intuitive CX through B2B platform

#### Leading Middle East Telco

Redefined digital sales with a customer-first B2B platform—boosting lead generation and revamping the information architecture and visual design for higher engagement.

## Data and AI to enable Telco to Techco journey



### AIOps for smarter network

#### Leading European Telco

Developed an AI-driven solution for proactive fault detection and localization that ensures high Quality of Service (QoS) and minimizes SLA violations.



### Improving customer care

#### Leading European Telco

Developed an AI based solution that uses NLP and analytics to extract insights from customer tickets and help in reducing tickets and its processing time related to assignment and resolution.

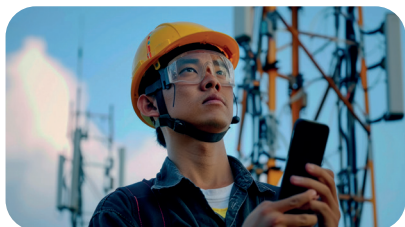


### AI solution to boost efficiency

#### Leading tower company in Middle east

Conceptualized an enterprise-level conversational AI solution with the aim of enhancing employee engagement and efficiency. Solution resulted in notable benefits such as increased employee productivity, improved decision-making.

## Driving growth for 4G/5G-powered enterprises



### Intelligent worker safety solution

#### Leading Finish Telco OEM

Developed an Edge AI-based video analytics solution to monitor safety compliance, helping workers wear protective gear and maintain safe distance. Robotic operations halt automatically when safety is compromised.



### Real time operations' insights

#### Leading Automotive company

Delivered a real-time monitoring solution that tracks 65,000+ quality parameters across manufacturing operations, reducing downtime by 30%.



### VR-led workforce training

#### Leading global energy leader

Created an immersive VR training platform to enhance workforce efficiency, ensuring that improved employee performance by 15-20%.





**18,000+**  
People



**27+**  
Years



**1000+**  
Customers

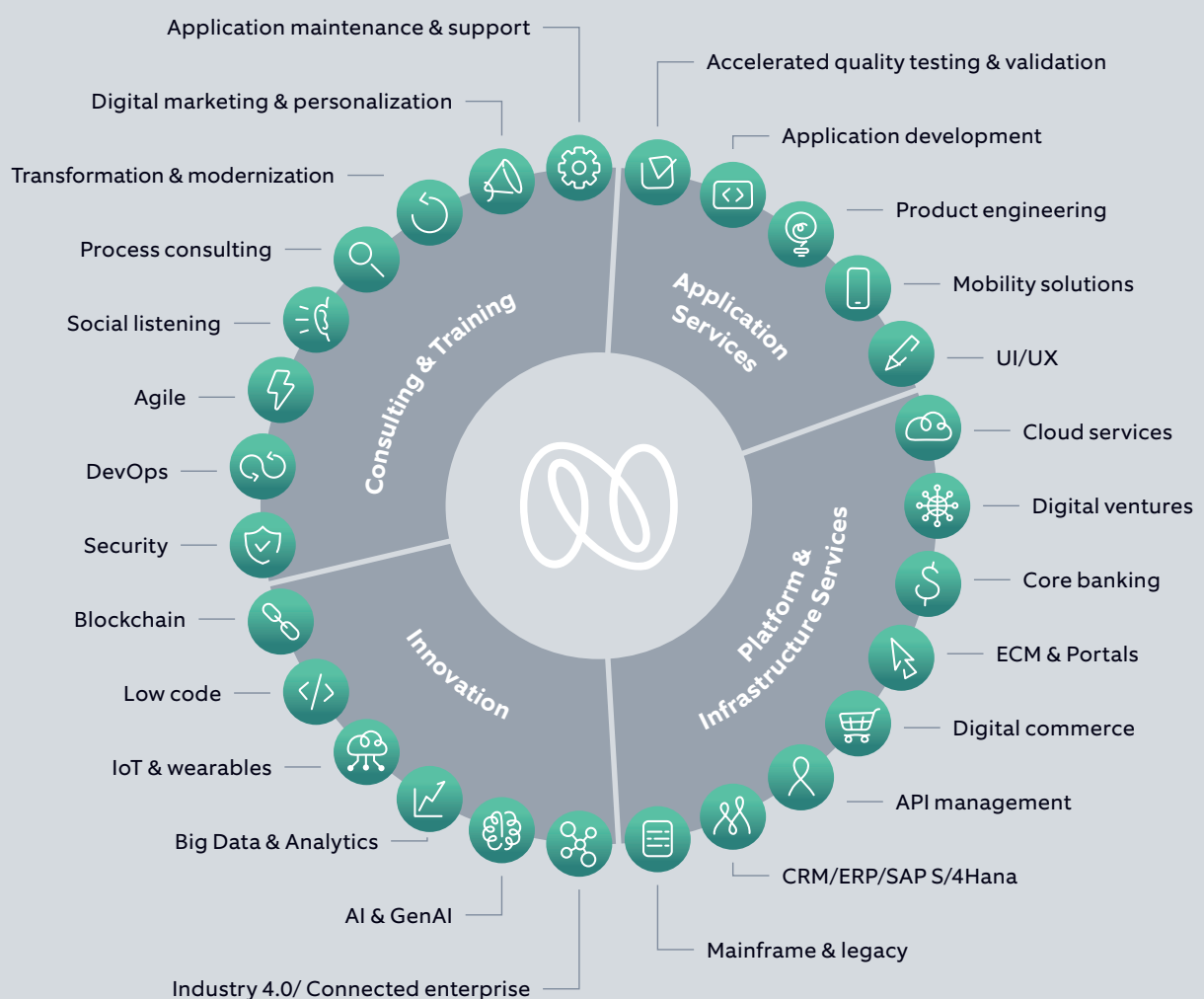


**38**  
Countries



**Publicly listed**  
SDAX and TecDAX

## Our tech portfolio for industry leaders & challengers



**Your trusted  
technology partner**