

THOR

Voice AI

From Voice Connectivity to Voice Services Operators Can Sell

THE OPPORTUNITY

Connectivity alone no longer carries the business model. Bandwidth and data allowances are sold at falling margins, and operators sell the same thing everyone else does: a connection, not an outcome.

Voice AI is being asked for faster than services can be built today. Every new voice service is still treated as a one-off project – a specification, a vendor, an integration, a release. That model works once. It does not scale to hundreds of business customers, and it leaves consumer-facing services stuck at the idea stage.

Today the value of these services accrues outside the operator: the price is set elsewhere and moves, the data path leaves the operator environment, and the assets the operator already holds in regulated and integrated form stay unused.

WHY NOW

The network side is ready. VoLTE and IMS are mainstream and provide a standardized service layer for voice.

Real-time speech AI and agentic workflows have reached production maturity. Open-weight models can now be deployed for real-time speech inside the operator environment, so voice traffic and customer data do not have to leave it, and capacity replaces per-word pricing.

AI-powered voice services can now be embedded into the operator core – at scale, under the operator's own control, and without dependency on a single AI provider.

WHAT IS THOR VOICE AI

One platform with two layers: call control embedded into IMS, and the business logic that defines what happens inside the conversation.

Operators use it to design, deploy and operate AI-powered voice services across customer segments – from simple packaged services to service lines for large business customers.

Rather than delivering a single voice agent, THOR Voice AI gives operators the platform layer on which a whole portfolio of voice services is built – running where the operator wants it to run, on models that can be replaced within a supported set.

THE BUSINESS CASE

- // Turns a cost center into a sellable product line: Voice AI is packaged as a portfolio operators can price and sell to consumers and business customers, not a feature bundled for free into a mobile contract.
- // Priced for the business model that fits: available as a managed service, with capacity scaled to concurrent calls rather than billed per spoken word – so margins do not erode the way they have on data.
- // No new distribution problem: services are delivered without app installation, without new numbers, and without asking subscribers to change any behavior – adoption doesn't require a marketing campaign of its own.
- // Charging built in: the platform emits a charging signal per service action, defined together with the agent's tools, so a completed outcome or a single action can be priced. Connecting the signal to the operator's charging platform is part of the integration work.
- // The call control layer is in daily production use at several Tier-1 European operators, carrying live subscriber voice traffic. The business logic layer is in active engagement with Tier-1 European operators.

ILLUSTRATIVE SERVICE BLUEPRINTS

THOR Voice AI provides operators with reusable service blueprints that can be packaged, adapted and launched for different customer segments.

Personal Phone Assistant (B2C)	Voice Concierge (SMB)	Service Line (Enterprise)	Services Around the Call
Screens incoming calls, captures intent, summarizes conversations and automates follow-ups, directly on the subscriber's existing number.	Qualifies incoming calls for small businesses, captures relevant information and triggers workflows such as bookings, call-backs or ticket creation.	Identifies the caller, collects the required information, queries the customer's own systems, and transfers the call with everything already known.	Summaries and follow-up actions after the call, live transcription and translation (EN, DE, FR, ES, PT, more on the roadmap), and fraud-pattern analysis on the audio the service receives as a next step.

SOVEREIGNTY, SIMPLY PUT

- // Runs in the operator's own data center, in a private cloud, or hosted by Tallence – the operator decides.
- // Voice and customer data remain in the EU by default.

- // No dependency on a single AI provider. Models can be replaced within a supported set, so responsibility for latency and dialogue quality stays with Tallence.
- // Configuration, rules and connectors belong to the operator and can be exported – no lock-in on the business logic.

GETTING STARTED

A low-risk, high-learning-speed pilot lets an operator validate a first use case together with the architectural and operational foundation for a broader AI voice portfolio – without committing to the full build upfront.

CONCLUSION

THOR Voice AI enables operators to evolve voice from basic connectivity into differentiated, intelligent services they can price, sell and scale – not a cost center to defend.

>> Voice AI should not be a feature it should be a platform capability. With THOR, we enable telcos to expose voice as an intelligent, programmable asset across their entire ecosystem. <<

Martin Rückert,
Chief AI Officer, Tallence AG

ABOUT TALLENCE

Tallence is a consulting and technology partner with proven expertise in business-critical telco environments. For over 25 years, the company has supported leading network operators in designing, building, and operating platforms across core network, BSS, and OSS domains. With a strong focus on execution and deep domain knowledge, Tallence enables operators to modernize complex system landscapes and accelerate innovation. This foundation makes Tallence a trusted partner for next-generation solutions such as THOR Voice AI.

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