

De-Mystifying Artificial Intelligence in the CX Space

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TELUS International confidential



Goals for today...

1. De-mystify the Artificial Intelligence landscape
2. Get an understanding of what is important to Customer Experience (CX) organizations today
3. Learn how you can leverage Digital Experience (DX) to improve your Customer Experience (CX), ultimately for the best Human Experience (HX)

Our foundation

TELUS International is a subsidiary of TELUS Communications, Canada's fastest-growing telco.

TELUS holds a 65% interest in TELUS International with Baring Private Equity Asia holding the remaining 35%.

Investing in the communities in which we live, work and serve with 18 Community Boards in Canada and across the globe.



Global award winner for philanthropy



Top 10 Most Admired Corporate Cultures Hall of Fame



17 consecutive years on DJSI North American Index



13.4 million subscriber connections.
Every interaction reinforces culture & brand.

TELUS highlights:

Revenue (CAD)

\$14.4 billion

Community service

Volunteered over 1.21 million days of service since 2000

Philanthropic contributions (CAD)

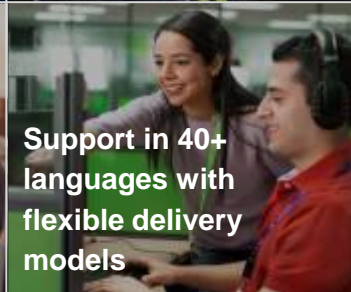
Over \$650 million

Strategically located CX and DX delivery destinations



Putting customers and employees first

At TELUS International, we empower the human experience through digital enablement, agile and lean thinking, spirited teamwork, and a caring culture that puts customers and the value of human connection first.



14+ year industry track record partnering with the world's most respected brands.

The technology of the future is here today....



AI not implemented properly

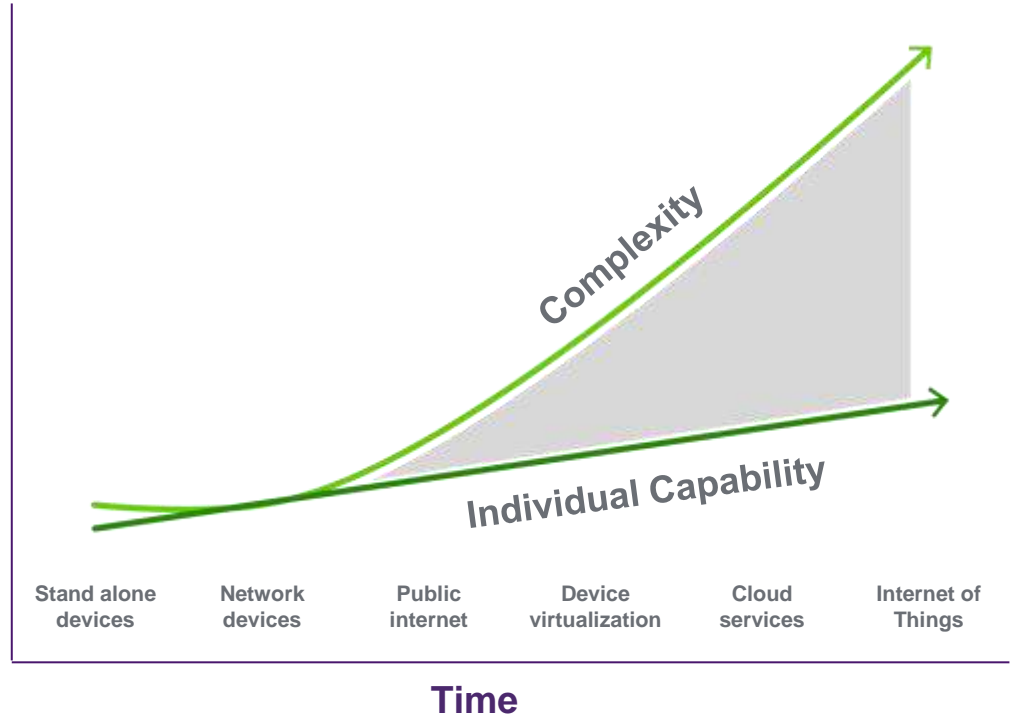


The impending human challenge

The gap between human capability to diagnose and the complexity of the environment they need to diagnose will continue to widen.

Digital can help navigate the complexity gap.

Diagnostic environment



The human factor

truly **Successful** interactions occur when...

$$\underbrace{\text{PQ} + \text{EQ}}_{\substack{\text{Proficiency} \\ \text{Quotient} \quad \text{Emotional} \\ \text{Quotient}}} > \text{Expectation}$$

Interaction

Top five priorities in 2019 for contact centers*



*2019 CCW Market Study | Contact Center Success In The Automation Age

Agent assist the prime recipient for near-term digital spend

**When you consider the digital customer experience solutions currently employed or being considered by your company, where do you foresee spend increasing over the next 12-18 months?*

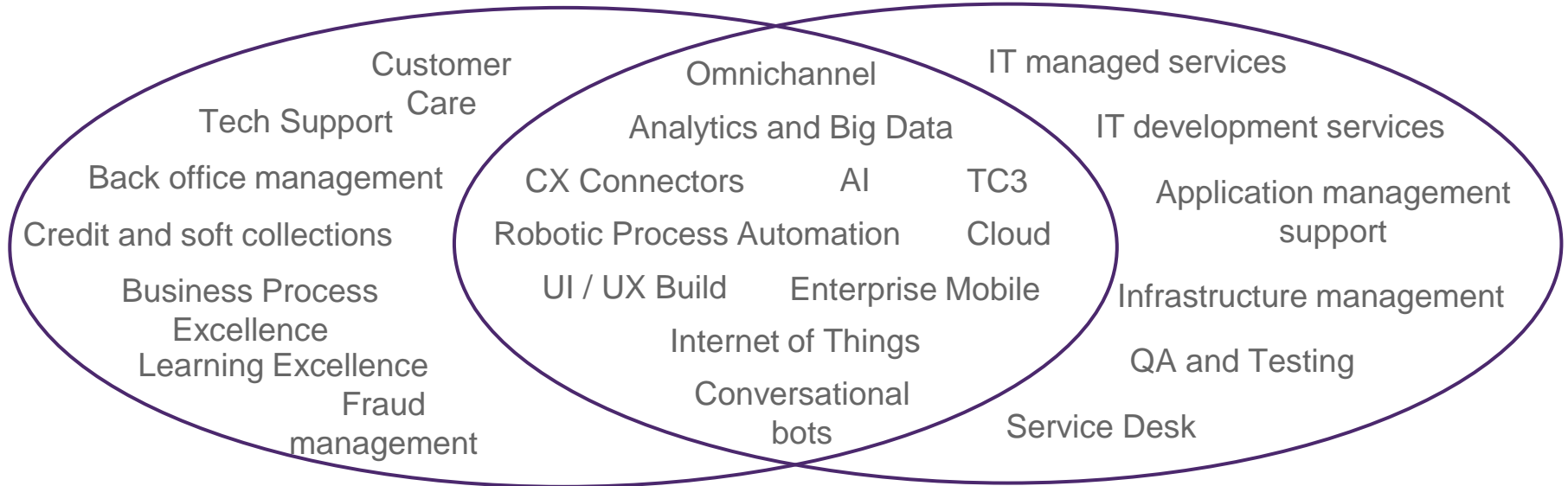
	Chat bots	Voice bots	Data integration	Machine learning	RPA	Agent assist
Australia	50%	36%	42%	40%	42%	65%
Canada	32%	38%	45%	14%	34%	62%
France	28%	44%	46%	25%	37%	63%
Germany	36%	38%	51%	31%	35%	57%
UK	43%	26%	49%	21%	36%	63%
USA	43%	40%	43%	26%	42%	61%
Average	39%	37%	46%	26%	38%	62%

The complete customer experience



CX

DX and IT



CX + DX = Human Experience (HX)

Setting the context: aligning digital solutions with key client KPIs

KPIs		Related Digital Services
Customer Experience	CSAT & NPS	<ul style="list-style-type: none"> ▪ Responsive Web & Personalization with UI/UX ▪ Intuitive Reports and Dashboards with Analytics & Business Intelligence ▪ Conversational bots
	Customer Effort Score	<ul style="list-style-type: none"> ▪ Omnichannel Solutions ▪ Elastic Search & Recommendations engines
	Cost to Serve	<ul style="list-style-type: none"> ▪ Conversational bots and Robotic Process Automation (RPA) ▪ CX Connectors
	Loyalty	<ul style="list-style-type: none"> ▪ Speech-to-Text solutions with Natural Language Processing with analytics
Technology	Cost Reduction	<ul style="list-style-type: none"> ▪ Open Source solutions Cloud based solutions ▪ RPA and Log Analysis ▪ CX Connectors
	Efficiency	<ul style="list-style-type: none"> ▪ Natural Language Processing
	Modernization	<ul style="list-style-type: none"> ▪ Applications & Infrastructure upgrade Services ▪ Next gen & Open Source based solutions ▪ TELUS Cloud Contact Center (TC3) ▪ Mobility Solutions
Shared	Digital Transformation	<ul style="list-style-type: none"> ▪ Intelligent Agent Support systems - Dynamic, contextual knowledge base, next best step recommendation ▪ Social collaboration network for cross pollination and 'best outcomes' ▪ Mobility Solutions ▪ NLP based solutions for Predictive Analytics & Sentiment Analysis
	Customer Focus	<ul style="list-style-type: none"> ▪ Home Security & Connected Devices solutions ▪ Improved Customer Experience with Omnichannel Order Management Solution ▪ Cross platform mobile application development for Consistent User Experience ▪ Conversational bots

Thank you!

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San Salvador

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