

Company: TELUS, Vancouver, British Columbia
Company Description: At TELUS, we're using our world-leading technology to drive meaningful change — from transforming healthcare and making our food supply more sustainable to reducing our environmental footprint and connecting Canadians. We offer both personal and business solutions (security, internet, mobility, tv bundles, online security); healthcare, agriculture, and sustainability solutions.
Nomination Category: Company / Organization Categories
Nomination Sub Category: Company of the Year - Consumer Services - Large

Nomination Title: TELUS

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):
- Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 199 words used.

TELUS is a dynamic, world-leading technology company powered by 19 million customer connections and generating \$20 billion in annual revenue. Founded as a telecommunications leader, we have evolved into a comprehensive technology solutions provider, transforming healthcare, making food supply chains more sustainable, and reducing our environmental footprint while connecting Canadians through personal and business solutions including security, internet, and mobility services.

We strategically entered the security industry in 2018, launching TELUS Smart Security & Automation through organic growth and strategic acquisitions of successful alarm companies across Canada. In just seven years, we have grown to serve over one million security customers, establishing ourselves as Canada's fastest-growing security and automation company and earning recognition as Canada's Most Trusted Alarm Service by BrandSpark from 2022-2025.

We operate with a customer-centric culture, maintaining industry-leading broadband networks and focusing on margin-accretive customer expansion. We demonstrate exceptional community commitment, with our team members and retirees volunteering 1.5 million hours globally in 2024 alone. Since 2000, our TELUS family has contributed 2.4 million volunteer days—more than any other company worldwide. This combination of technological innovation, rapid growth, and community dedication positions us as a unique leader in both the telecommunications and security industries.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 226 words used.

Since 2023, we have achieved remarkable operational excellence and innovation that positions us as an industry leader.

Automation & Response Time Excellence:

- Alarm Automation program generated \$0.6M in annual cost savings over two years

- Revolutionized response times from 59 seconds to exceptional 24 seconds

- Surpassed internal goal of 30 seconds and industry benchmark of 120 seconds by 80%

False Alarm Reduction Program:

- Reduced signal volume by 250K signals since 2023, resulting in \$260K cost savings

- Decreased chronic high-volume inbound security alarm signals by 0.5M over two years

- Achieved \$700K in operational savings through comprehensive FAR initiatives

Service Quality Improvements:

- High-priority alarm service levels: 76% to 84% (8 percentage point increase)

- Medium-priority alarm service levels: 83% to 96% (13 percentage point increase)

- Low-priority alarm service levels: 81% to 97% (16 percentage point increase)

- Medium-priority response times: 872 seconds to 148 seconds (83% improvement)

- Low-priority response times: 5,668 seconds to 360 seconds (94% improvement)

Customer & Employee Excellence:

- 91% success rate across 14K+ customer feedback surveys in 2024

- Employee engagement rose from 81% to 89%, surpassing company target of 84%

Integration & Migration Achievements:

- Successfully migrated 570K+ customers into unified system with uninterrupted service

- Consolidated 700K accounts onto one platform

- Eliminated 9 obsolete systems for seamless security integration

- Protected \$25M investment and generated \$5.3M annualized revenue

- Achieved EBITDA contribution exceeding \$900M through strategic initiatives

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 248 words used.

Our achievements represent a fundamental transformation in monitoring center excellence, significantly outperforming industry standards and our historical performance. We've achieved a 24-second average response time—80% faster than the industry benchmark of 120 seconds, 20% better than our internal goal of 30 seconds, and a dramatic 59% improvement from our previous 59-second response time.

Our service level achievements demonstrate unprecedented operational excellence: 8 percentage points increase for high-priority alarms (76% to 84%), 13 percentage points for medium-priority (83% to 96%), and 16 percentage points for low-priority alarms (81% to 97%). These gains significantly exceed typical industry annual progression rates of 2-5 percentage points, setting new performance benchmarks.

Our False Alarm Reduction program achievements are particularly significant, reducing signal volume by 250K since 2023—directly protecting customers and emergency services. This program achieves three critical objectives: reducing false alarms at the source, enhancing customer experience by avoiding unnecessary disruptions and costs, and diminishing strain on emergency services by preventing unnecessary dispatches, thus ensuring first responder availability for genuine emergencies. Our customers avoid potential fines from false alarm dispatches while police, fire, and medical teams focus resources on real emergencies where lives are at stake. We've received numerous customer expressions of gratitude for our proactive approach in reducing false alarm occurrences.

Our exceptional 89% employee engagement rate is more than four times higher than Canada's national average of 21%, positioning us as a world-class employer with engagement levels that far exceed industry standards and demonstrate our outstanding workplace culture and leadership excellence.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 224 words used.

Customer Video Testimonials: We've included powerful real-life customer stories showcasing our security services, featuring testimonials from customers who experienced home fires and medical emergencies. These authentic accounts demonstrate how our proactive support and rapid response capabilities provided crucial assistance during their most vulnerable moments. Additional customer stories highlight our smart home security solutions, including protection from porch pirates, home automation benefits, and adapting to modern lifestyle needs.

Industry Recognition: Our documentation includes official recognition as Canada's Most Trusted Alarm Service by BrandSpark, validating our market-leading reputation and customer trust. Media coverage from SP&T News highlights our achievement of reaching one million customers in Canada, demonstrating our remarkable growth and market penetration.

Professional Endorsements: We've secured endorsements from respected industry leaders, including Sophie Gravel (Director of Central Alarm Monitoring at ADT) and Antony Strube (EVP, Monitoring at Paladin), providing third-party validation of our operational excellence and industry leadership.

Comprehensive Data Analytics: Our detailed data provides quantitative evidence of our achievements: False Alarm Reduction metrics showing dramatic improvement from FY2022 to 2024; Automation Savings documenting cost reductions and emergency services optimization; Voice of Customer survey analysis; Alarm Service Level performance comparisons; Response Time and Volume trends; SmartWear Services metrics; and Engagement results. This data substantiates our operational improvements, customer satisfaction rates, and employee engagement achievements, providing measurable proof of our transformative impact across all operational areas.

Attachments/Videos/Links:

[TELUS](#)

[Supporting_Documentation__Company_of_the_Year_2025.pdf](#)

[TELUS Smart Security & Automation](#)