

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 mWore 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: Technology Categories
Nomination Sub Category: Best Technical Support Strategy and Implementation
Nomination Title: TELUS' Quebec on FIFA Program



1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 650 words? Choose one:
- Essay of up to 650 words
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 a written essay for this nomination, submit in this space an essay of up to 650 words describing the nominated Technical Support Strategy and Implementation since 1 January 2023:

Total 565 words used.

TELUS, a leading Canadian telecommunications provider with over \$18 billion in annual revenue and 17 million customer connections, has achieved a historic transformation of its Quebec market operations through the FIFA (Fiber Inventory Fulfilment Automation) program. FIFA enabled a unified CRM platform for B2C agents and customers to manage services from ordering and provisioning to billing and customer care.

This ambitious endeavor addressed complex challenges dating back to the TELUS-QuebecTel merger 20 years ago. The key undertaking involved consolidating over 56 legacy systems and integrating multiple data sources to maintain billing accuracy and service quality.

The FIFA team demonstrated exceptional expertise in large-scale transformations, successfully migrating 158,000 customers with a 99% success rate. This cross-functional initiative, involving 24 teams and over 140 members, revolutionized TELUS's Quebec market presence through comprehensive technical and operational integration.

This transformation has fundamentally improved TELUS's service delivery capabilities, streamlined operations, and enhanced customer experience, setting new standards for technical support strategy and implementation in the telecommunications industry.

The FIFA program team has achieved remarkable results through comprehensive technical transformation and customer-centric improvements:

Technical Transformation Excellence:

- Developed a fully operational CRM platform integrating agent tools, product catalog, fulfillment, and billing solutions, addressing market-specific, competitive, legal, and regulatory requirements.
- Successfully migrated 158,000 customers with an industry-leading 99% success rate.
- Retired 56 legacy systems, significantly simplifying the technical and operational landscape.
- Reduced capital investment requirements by 99%, resulting in \$1.5M annual savings for Quebec Consumer systems.
- Executed 12 major releases with 2,884 testing hours, ensuring robust platform stability.

Operational Efficiency:

- Achieved 62% reduction in back-office effort through process automation.
- Enabled 200 agents with new customer service tools and capabilities.
- Aligned Quebec operational model with national standards, enabling unified customer service and delivery teams.
- Implemented enhanced self-serve capabilities through MyTELUS web platform, driving 10% adoption of digital transactions in the first year.

Customer Experience Enhancement:

- Reduced repair calls by 56% for customers migrated to TELUS PureFiber network.
- Maintained uninterrupted service during the entire migration process.
- Expanded product availability (SHS, OPUS TV, HSIA profiles, TOS, LW).
- Enhanced billing options and self-serve functionalities.
- Improved customer service delivery through automated tools.
- Enabled national-level go-to-market capabilities.

The FIFA program represents a transformative achievement unprecedented in TELUS's history and unique in the telecommunications industry:

Scale and Complexity:

- Addressed 20 years of technical debt following the TELUS-QuebecTel merger.
- Managed one of the largest technical integrations in Canadian telecom history.
- Executed complex migration while maintaining business continuity with minimal disruption.

Industry-Leading Approach:

- Achieved 99% success rate in customer migrations, surpassing industry average of 95%.
- Demonstrated exceptional risk management with only 1% fallout rate, managed through strong data QA and proactive cleanup processes.
- Delivered transformation while maintaining full service capabilities.
- Reduced capital investment requirements by 99%, establishing new benchmarks for system modernization in the telecom sector.

Future-Ready Infrastructure:

- Enabled national-level product and service alignment, a first for TELUS in Quebec.
- Created foundation for future digital transformation initiatives, including AI-assisted service capabilities.
- Unlocked potential for innovative product offerings, positioning TELUS for accelerated market growth in Quebec.

Long-term Impact: This transformation has redefined TELUS's operational capabilities in Quebec, setting new standards for technical support strategy and implementation. Unlike typical system migrations, FIFA delivered a comprehensive business transformation, enabling TELUS to offer consistent, high-quality service across all markets while significantly reducing operational costs and complexity. This positions TELUS for sustained competitiveness and growth in the Quebec market for years to come.

4. In bullet-list form (up to 150 words), provide a brief summary of up to ten (10) of the chief achievements of the nominated Technical Support Strategy and Implementation since 1 January 2023:

Total 97 words used.

- Developed a fully operational CRM platform integrating agent tools, product catalog, fulfillment, and billing solutions, addressing market-specific, competitive, legal, and regulatory requirements.
- Successfully migrated 158,000 customers with an industry-leading 99% success rate, surpassing industry average of 95%.
- Retired 56 legacy systems, significantly simplifying the technical and operational landscape.
- Reduced capital investment requirements by 99%, resulting in \$1.5M annual savings for Quebec Consumer systems.
- Executed 12 major releases with 2,884 testing hours, ensuring robust platform stability
- Achieved 62% reduction in back-office effort through process automation.
- Enabled 200 agents with new customer service tools and capabilities.

Attachments/Videos/Links:

[TELUS' Quebec on FIFA Program](#)

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