Nomination: 6676

Digital co-workers, building the ideal work buddies for the digitized world

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Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

TELUS International

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

Digital co-workers, building the ideal work buddies for the digitized world

Category

F01 - F70 Solutions, Implementations, and Training Programs or Media > F50 - F68 Training Programs or Media > F67 - Technical Training

Training Programs or Media Submission Format

Written Answers

a. If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released. Required

The Digital Enablement Education Program: Digital Co-workers is a new learning experience, the pilot launched in August 2022. This is the latest program of the TI Digital Enablement Training Series.

b. Describe the features, functions, and benefits of the nominated program or media (up to 350 words). Required

TELUS International has embarked on a digital transformation journey since 2019. The company added new lines of business such as Artificial Intelligence and Digital Solutions. As it navigates this new era of AI-driven digital transformation, it is crucial to prepare team members for the changes ahead. This means investing in training and education programs to help team members develop the skills they need to thrive in a digitized world.

Digital co-workers is a program that enables learners to configure, train, and launch chatbots that can help them gain efficiencies and improve their performance. The program design combines self-paced e-learning modules, project-based learning teams, and mentorship.

The program design follows these objectives:

Understand the basics of digital co-workers and their applications across different lines of business

Solve business problems through the automation that a chatbot provides

Configure, train and launch a digital co-worker

Use Intelligent Insights reporting, to implement continuous improvement changes

Drive digital co-worker utilization after the launch

Learners start their journey with 7 to 10 hours of self-paced technical training through Elearning modules. In this phase, they also become familiar with the interface they will use to configure and train the digital co-worker. The theoretical portion also includes live training sessions with field experts. Learners then identify business processes that can become more efficient, and pair them with measurable outcomes that can have a positive impact on their KPIs.

Once the theoretical foundation is set, learners work on the hands-on application of the knowledge. The program enables teams with a "bot template", a pre-programmed chatbot that teams configure, and train with data to customize the solution they wish to build. Teams also have access to subject matter experts and mentors in the process of designing and developing their digital co-workers.Once configured, they launch their digital co-workers for users in their line of business to get immediate guidance on processes and frequently asked questions. Finally, the teams collect users satisfaction data as well as user trends and they use that feedback to continuously improve the chatbot configuration.

c. Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable. (up to 350 words). Required

In one of the lines of business, the learners identified the top opportunities to impact customer experience and process quality by analyzing the challenges identified in the previous quarter. They configured and trained the digital co-worker to help frontline team members navigate (IT)tools while tending to customer calls and following the step-by-step procedures to provide the correct resolution and information to the customer.

Below you will see the results of one of the pilot teams: In terms of performance metrics, the digital co-worker program has helped improve four key performance indicators (KPIs) compared to non-users, four months after deployment. The KPIs include Customer satisfaction (CSAT), solution in line with the integrated management system (IMS), Correct transfer within the interaction (Handover), and Quality. Digital co-worker users performed better on all KPIs.

The following table illustrates the results behind the digital co-worker deployment by comparing average performance in four KPIs with the control group 4 months after deployment

Indicator Non-users Digital co-worker users Improvement

CSAT 82.1% 89% 6.9%

IMS 77% 81% 4%

Handover 24.05% 24% 0.05%

Quality 91.16% 91.27% 0.11%

Chatbot stats:

Month 1 Month 2 Month 3 Improvement M1 vs. M3

%Utilization 53.70% 32.23% 64.40% 10.70%

Recognition Rate 91.31% 99.16% 99.08% 7.77%

Resolved Rate 43.59% 66.05% 81.51% 37.92%

Overall, the Digital Co-worker program has been well-received by learners and has demonstrated positive results in terms of market performance, critical reception, and customer satisfaction. This led to the expansion of the program through regional launches that will provide global coverage.

d. 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). Optional

Attached you'll find a document that contains further explanation of:

- The business needs analysis and the criteria selected to determine the success of the program.

- Images that portray the learning experience look and feel

- The program's rating based on the users' experience

- Testimonials

Webpage Link

Would you like to add an additional webpage link?

No

Supporting Document

Download File (https://stevies-sage.secure-platform.com/file/16160/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNjE2MCwiYWxsb3dOb3RaWduZWRVcmwiOiJGYWxzZSIsImlnbm9y... e11J3XdSqi12qbqo?Digital%20co-workers%20-%20Additional%20Information.pdf)

Would you like to add an additional supporting document?

No

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