

**Company:** TELUS Digital, Toronto, ON Canada

**Company Description:** TELUS Digital stands as a premier customer experience innovator and digital transformation leader, specializing in designing, building, and delivering next-generation digital solutions for global and disruptive brands. As a subsidiary of TELUS Corporation, this dynamic technology company has established itself as a trusted partner for organizations.

**Nomination Category:** Individual Awards Categories

**Nomination Sub Category:** Female Executive of the Year – Consumer Services – More Than 2,500 Employees

**Nomination Title:** Jelena Bajic, VP - TELUS Digital Global Operations, Programs & Transformation



1. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 245 words used.**

**TELUS Expert Messaging (June 2024):** Jelena's most significant achievement was spearheading the launch of TELUS Expert Messaging—an enterprise-level 24/7 customer support solution delivered in an unprecedented 90 days (versus the 12-18 months industry standard). Her test-and-learn leadership approach drove remarkable results: a 6-minute reduction in resolution time while simultaneously improving first contact resolution by 5 percentage points making it easier for Canadians to interact with TELUS. The platform has handled over 400,000 conversations to date, with 30% occurring after hours, directly addressing a critical industry gap and establishing a new channel of choice for customers.

**Cultural Transformation:** Earlier in 2025, Jelena launched the transformative "You Own.It, You Solve.It, You Earn.It" philosophy, redefining agent ownership and accountability across her global team. This cultural shift delivered immediate impact: month-over-month **decreases in repeat contacts** by 50% from Q2 of this year, with year-over-year repeat volume down by an amazing 100,000. We also saw a **50% reduction in escalations**, one of the most challenging metrics to improve in customer experience, requiring extensive process redesign/training, and a cultural transformation few organizations manage to execute successfully.

Under Jelena's leadership, her organization achieved the lowest monthly escalation rate in 30 months while becoming TELUS's leading channel partner—a testament to her exceptional ability to drive operational excellence and innovation simultaneously.

**AI Innovation Leadership:** Demonstrating her forward-thinking approach and commitment to emerging technologies, Jelena successfully champions artificial intelligence support systems to transform customer service capabilities and enhance customer experiences.

2. 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 113 words used.**

#### Leadership Profile

- [LinkedIn Jelena Bajic](#)
- Includes profile information and honors & awards, including:
  - CHLOE: Connections Honors Leaders of Excellence nominee
  - LVIP: Leadership Values in Practice (COVID-19 response)

#### Industry-leadership:

- [Questions for now Podcast with fellow customer experience industry-leader \(Adrian Swinscoe\)](#) Jelena's segments starts at 4:17 / 12:50 / 26:15 / 30:09
- [A snippet of the Podcast](#)

Citations:

TELUS Expert Messaging

- 1) [BANDWIDTH REPORT 2024 - State of Messaging](#)
- 2) [How Vodafone Qatar automated 400000+ conversations](#)
- 3) [Leading with purpose, innovating with passion - SEC Filing](#)

Cultural Transformation

- 1) [Global telcos performance benchmarks: Summer 2024](#)
- 2) [2025 global telecommunications outlook](#)
- 3) [Perspectives from the Global Telecom Outlook 2024-2028](#)
- 4) [2024 Global Telecommunications Study results](#)

3. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

4. If you are submitting a video of up to five (5) minutes in length, provide the URL of the 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. If you are submitting written answers to the questions for this category, provide them in the spaces below:

5. Briefly describe the nominated individual: history and past performance (up to 200 words):

**Total 199 words used.**

With unwavering purpose, infectious passion, and a proven track record of exceptional results, Jelena Bajic exemplifies transformational leadership at global telecommunications powerhouse TELUS Digital. Her remarkable career trajectory—from frontline sales representative to Vice-president of Global Operations—demonstrates not only her individual excellence but her ability to drive organizational success at every level.

As Vice-president of Global Operations, Jelena oversees one of TELUS Digital's most expansive and complex portfolios, spanning Consumer, Business, and Health segments across multiple global markets. Entrusted with leading a diverse team of over 14,000 professionals worldwide, she demonstrates the strategic vision and operational excellence required to manage large-scale, mission-critical operations.

Jelena possesses a rare combination of analytical rigor and inspirational leadership enabling her to unite diverse, geographically dispersed teams around ambitious strategic objectives. Her proven ability to translate complex business challenges into actionable strategies has resulted in the successful delivery of many large-scale, transformational initiatives that have fundamentally enhanced TELUS Digital's competitiveness and operational efficiency.

Her leadership style is characterized by authentic engagement, data-driven decision making, and commitment to both team development and business results—qualities that make her an invaluable asset to the organization and a role model for aspiring female executives in the technology sector.

6. 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 nominee's past performance (up to 250 words):

**Total 249 words used.**

**TELUS Expert Messaging (June 2024):** Industry data shows similar telecommunications messaging initiatives like Vodafone Qatar's chatbot automation handled a similar 432,000+ conversations, but this was across multiple platforms and a longer deployment period. TELUS achieving this volume in a relatively short time frame demonstrates rapid customer adoption and effectiveness of the platform.

**Cultural Transformation:** Jelena's cultural transformation delivered exceptional results in addition to reducing repeat calls and escalations, including 9% year-over-year mobility revenue growth versus the telecommunications industry average of just 1.9% in 2024, and 14% overall revenue growth improvement when the sector averaged only 3% globally. According to Twimbit's Global Telcos Performance Benchmarks, only one telecommunications company achieved double-digit growth in 2024. TELUS's performance places it among elite industry performers, demonstrating strategic cultural transformation and sales optimization can deliver measurable results **375% above industry benchmarks**.

**Industry leader in AI-powered customer experience innovation:** With Jelena's sponsorship and leadership, TELUS has deployed nearly **70** specialized AI assistant co-pilots to enhance the customer and team member experience across all touchpoints.

One such example is the integration of the agent knowledge base and AI to create a unified platform that's delivering significant benefits. We're solving problems faster for customers through more efficient AI-human collaboration. The platform also reduces training time and attrition to ensure consistent and reliable support quality across all interactions. Customers will experience immediate benefits including 24/7 instant support without wait times, seamless multi-channel experiences across mobile, web, and phone platforms, and personalized service using unified customer data.

#### Attachments/Videos/Links:

[Jelena Bajic, VP - TELUS Digital Global Operations, Programs & Transformation](#)

No attachment available for this nomination.