

## Case Study

# Telus®

### CUSTOMER PROFILE

Telecommunications

### WEBSITE

[www.telus.com](http://www.telus.com)

### LOCATION

Canada, United States, Philippines,  
Central America, Eastern Europe

### BUSINESS NEEDS

- To improve operational efficiency
- To enhance the customer experience
- To gain better visibility into agent performance

### NICE SOLUTION

- NICE Performance Management for Hosted Environments
- NICE IEX Workforce Management

### THE IMPACT

- Significant benefits related to key performance indicators that improved 6 to 14 percent due to improved agent performance leading to enhanced customer service
- Visibility for senior management into operational results at all levels of the organization

- Reduction in time spent by team managers to gather agent performance data amounting to approximately \$400,000 in savings annually
- Systematic coaching framework for managers to provide consistent direction for agents and link coaching to results
- Centralized location for all operational reporting enabling TELUS to retire a number of standalone reporting systems and support for those systems that translated to a savings of approximately \$250,000 annually

### ON THE NICE SOLUTION

“The NICE Cloud solution offered us the opportunity to launch in a shorter time frame by allowing us to leverage the technical expertise at NICE and inhouse support on a proven platform. This directly translated into more cost savings over the life of the project.”

Charles Suh  
Manager, Business Analysis  
TELUS Consumer Solutions



## Leveraging the Cloud Environment to Improve Operational Efficiency and the Customer Experience

### ABOUT TELUS®

TELUS (TSX: T, NYSE: TU) is Canada's fastest-growing national telecommunications company, with \$11.4 billion of annual revenue and 13.3 million customer connections, including 7.8 million wireless subscribers, 3.3 million wireline network access lines, 1.4 million Internet subscribers and 815,000 TELUS TV customers. Led since 2000 by President and CEO, Darren Entwistle, TELUS provides a wide range of communications products and services, including wireless, data, Internet protocol (IP), voice, television, entertainment and video. For more information about TELUS, please visit [telus.com](http://telus.com).

# Case Study

## THE CHALLENGE

TELUS has fourteen contact center sites worldwide with over 8,000 agents handling up to 28 million interactions annually. TELUS had many disparate systems for operational reporting and faced challenges to present the information in a central hub. As a result, senior management had no visibility of operational performance into the contact center and individual agents.

**“NICE Performance Management is incredibly versatile and gives me the ability to slice and dice data every possible way I could imagine.”**

Tim Weber  
Performance Analyst  
TELUS Consumer Solutions

## THE SOLUTION

In an effort to centralize its reporting activities and gain greater visibility into its contact center operations, TELUS wanted to integrate the data from its numerous sources to create “one version of the truth” with a common set of metrics and goals. By integrating the data, senior management could receive standardized performance reports of all levels of the customer experience operations in the organization. They also wanted to have the flexibility to view the data from various perspectives so that team members can easily drill down into agent performance information. This would empower employees to improve their performance with timely role-relevant, secure and personalized information via dashboards, reports and analytics.

TELUS decided to add NICE Performance Management for hosted environments to their already deployed NICE IEX Workforce Management solutions. NICE Performance Management helps organizations increase accountability and establish a culture of continuous improvement, essential to reaching business goals. It delivers personalized performance data to every employee in the organization while automating critical managerial

activities. The solution’s robust capabilities include performance analytics from cross-channel sources, dashboards for front line employees, and a suite of management reports for mid and senior leadership.

By deploying NICE Performance Management in a hosted environment, TELUS was able to enjoy significant improvements in key performance indicators since they were able to create a central location for all operational reporting and retire a number of standalone reporting systems. Additionally, senior management now had visibility into more accurate operational results for all levels of the organization so they could take the necessary steps to improve the customer experience. “NICE SPM has become the single definitive source of both compensation data and performance metrics for our business.”

NICE Performance Management also enabled team managers to significantly reduce the time spent gathering data related to agent performance and use that time to coach agents so they could improve their KPI results. With a systematic coaching framework, managers were better equipped to provide consistent direction for agents and link coaching to results. By improving agent awareness of their individual performance and with targeted coaching, agents were able to improve their KPI results by 6–14 percent.

## About NICE

With NICE (Nasdaq: NICE), it’s never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world’s #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center – and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform – and elevate – every customer interaction.

[www.nice.com](http://www.nice.com)

For the list of NICE trademarks, visit <http://www.nice.com/nice-trademarks>

