

Content Transformation

TELUS International

Report Abstract

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12 pages

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Who is this Vendor Assessment for?

NelsonHall's Content Transformation profile on TELUS International is a comprehensive assessment of TELUS International's offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CX services and identifying vendor suitability for content moderation, trust and safety, and content development RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the CX services sector.

Key Findings & Highlights

This NelsonHall vendor assessment analyzes TELUS International's offerings and capabilities in content transformation.

TELUS International positions as a full-service CX and IT provider, including for content moderation, annotation and training, and creative services, looking to bring efficiencies upstream and downstream across content transformation processes. With the WillowTree acquisition at the beginning of 2023, TELUS International acquired specialized content development and creative resources such as digital strategists, designers, mobile and app developers, and marketing creatives.

Outsourcing clients looking for a vendor offering data and content annotation services with a scalable gig workforce and specialized content moderation, for example, in gaming should especially take note of this profile on TELUS International.

Scope of the Report

The report provides a comprehensive and objective analysis of TELUS International's content transformation offerings, capabilities, and market and financial strengths, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, challenges, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base, including the company's targeting strategy and examples of current contracts
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization, including the location of delivery centers.

Content Transformation Vendor Assessments also available for:

Alorica

Concentrix

Conectys

Foundever

Majorel

Sutherland

TaskUs

Tech Mahindra

Teleperformance

transcosmos

Wipro.

About The Author

Ivan Kotzev is NelsonHall’s Customer Experience (CX) Services Lead Analyst, with global responsibility for CX services research and client support.

Known for his keen analytical ability and knowledge of the latest developments in CX services delivery and transformation, Ivan assists clients worldwide in understanding and getting the most from CX services across areas including analytics, social media, omnichannel integration, and multi-process CX. Ivan is also a leading voice on how automation is revolutionizing the customer experience.

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About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the “art of the possible” in digital operations transformation. With analysts in the U.S., U.K., Continental Europe, and Asia, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. For vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall conducts rigorous, primary research and is widely respected for the quality, depth, and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at guy.saunders@nelson-hall.com

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