



NelsonHall
TRANSFORM THROUGH INSIGHT

Vendor Profile

Customer Experience Services in High Tech and Automotive

Telus Digital

Report Abstract

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12 pages

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Who is this Vendor Assessment for?

NelsonHall's CX Services in High Tech and Automotive profile on Telus Digital is a comprehensive assessment of Telus Digital'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

TELUS Digital repositioned in 2023 as an AI-fueled CX partner of choice by designing, building, and delivering custom CX solutions based on the client industry, size, and geographic coverage. It aims to begin new engagements by reviewing the consumer and driver challenges and bracketing CX as a multifunction and multidimensional approach, not a pure contact center remit. The objective for TELUS Digital is driving growth and efficiencies by advancing customer awareness, support, shopping, and loyalty.

Outsourcing clients looking for a CX services vendor with proprietary GenAI accelerator for LLM arbitration and app integration in a flexible model, strong data training and annotation service with a gig workforce platform, and strong high tech and consumer electronics sector portfolio, should especially consider this profile on Telus Digital.

Scope of the Report

The report provides a comprehensive and objective analysis of Telus Digital's CX Services in High Tech and Automotive 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.

CX Services in High Tech and Automotive Vendor Assessments also available for:

Bosch Service Solutions

Concentrix

Foundever

Konecra Group

Movate

Mplus

Teleperformance

TTEC.

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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