Executive Summary

TELUS partnered with Sweepr to transform its digital customer care, aiming to enhance user experiences and operational efficiency. Faced with shifting customer preferences and a growing need for scalable digital support, TELUS sought an integrated, cost-effective support solution. They implemented Sweepr's journey orchestration platform, focusing on high-impact technical support queries such as WiFi and Smart Home issues.
A pilot project in 2023 demonstrated significant improvements, including an up to 80% digital resolution rate and drastically reduced workflow creation and update times. This led to a full implementation in 2025, scaling to 14 customer-facing workflows across web, mobile apps, and Interactive Voice Response (IVR). By tracking key metrics like Completed Journeys, Resolved Journeys Rate, Operational Efficiency Gains, and Engagement Rate, TELUS achieved a 91% Engagement Rate, demonstrating strong user adoption and a clear preference for seamless, self-serve digital experiences.
Sweepr's platform enabled TELUS to accelerate workflow development, improve team productivity by 60%, and create grounding material for future AI-powered care models. This transformation underscores the benefits of low-code tooling, strategic planning focused on high-volume issues, and a data-driven approach to measuring success.

> "Working with TELUS has shown what's possible when a forward-thinking operator embraces AI to transform customer care. Together, we've proven that digital care can be both deeply customer-centric and operationally efficient. We're grateful to support TELUS in their vision to deliver exceptional self-service experiences at scale"
> **Alan Coleman, CEO, Sweepr**

> "At TELUS, delivering world-class customer experiences is in our DNA—whether it's broadband, TV, or smart home. Our work with Sweepr has been pivotal in aligning our digital care journey to the product experience we're known for. The Sweepr platform is now a core part of our strategy, powering not just digital support but the future of care across a wide range of services."
> **Amit Nag, VP - Connected Product & Experiences, TELUS**

Context

In 2023, TELUS embarked on an ambitious digital transformation initiative to revolutionize customer care, partnering with Sweepr to deploy a journey orchestration platform aiming to improve the overall quality of digital care experiences for the millions of TELUS residential subscribers while driving operational efficiencies. This white paper documents TELUS' journey, from initial vision through implementation and results, providing insights and best practices for Communication Service Providers (CSPs) seeking to modernize their digital customer care capabilities.
This initiative is also part of TELUS' broader goal to elevate the digital care experience to be on par with the best-in-class product experiences it already delivers across broadband, TV, and smart home services.

The Digital Care Challenge

Industry Context

Modern CSPs face increasing complexity in support needs across traditional connectivity, entertainment, and emerging connected home products and services.

The telecommunications industry continues to experience rapid evolution in customer care dynamics, with 2024 marking a pivotal shift toward AI-enabled operations while addressing persistent operational challenges.

• **Digital Channel Evolution:** McKinsey's 2024 research shows significant progress in digital adoption, with more than half of customer care leaders expecting digital channels to handle over 40% of inbound contacts within three years. The report highlights that the demand for traditional channels such as verbal interaction with Call Center agents continues; while digital alternatives are being increasingly adopted by consumers.

• **Performance and Integration Gap:** Among high-performing customer care organizations, more than half have achieved high levels of digital integration, with telecommunications leading alongside banking and logistics. However, only 8% of North American organizations report greater-than-expected performance satisfaction, while over 80% of underperforming organizations have partial or low digital integration levels.

• **AI Revolution in Customer Care:** More than 80% of organizations are investing in generative AI technologies, with some companies already seeing 20% improvements in chatbot effectiveness within weeks of deployment. Early adopters envision 100% AI-enabled customer interactions through virtual assistants, agent-assist tools, and AI-powered analytics.

• **Shifting Priorities:** Customer care priorities have converged significantly, with revenue generation now important to one-third of leaders (up from 5% in 2016). Notably, only 11% of leaders now prioritize reducing contact volume - a 20-percentage-point drop - as 57% expect call volumes to increase by up to 20% over the next two years.

Digital channels have surpassed traditional methods as the preferred source for product and service information.

Given this knowledge, TELUS and Sweepr are building more personalized workflows that support this digital transition and allows customers to self-serve their troubleshooting faster at a fraction of the cost.

TELUS' Digital Care Vision

TELUS has created innovative smart home and entertainment products that complement its connectivity services. In partnership with Amazon, TELUS developed SmartHome+, the world's first device agnostic smart home platform that enables end-users to leverage new and existing internet of things (IoT) devices, along with the latest in artificial intelligence (AI) and machine learning (ML) to create truly smart homes.

Back in 2022, TELUS identified opportunities to improve operational efficiency and accelerate the deployment of self-serve support experiences. To achieve this TELUS needed to integrate support experiences across multiple touchpoints: mobile apps, web, IVR systems and Call Center agents (CSRs). They kicked off a strategic initiative to provide customers with an end-to-end support experience that matched the quality of the product experience, resulting in measurable improvements in resolution speed and customer satisfaction across broadband, TV and smart home services.

The Transformation Journey

The Challenge

Back in 2023, TELUS evaluated their digital care capabilities and defined a roadmap to provide exceptional and seamless support experiences for customers, that met the following key criteria:
- Exceptional customer and agent experiences that were simple and personalized
- Support for all digital and human-assisted touchpoints; with a path to add new channels easily
- Reduction of highly technical development for workflow creation and updates
- Rapid prototyping and development
- Robust customer interaction insights allowing continuous improvements

Combining all the above would improve the quality of experience offered to customers with an added bonus of operational efficiencies.

Selection and Implementation

TELUS completed a proof of concept (POC) with Sweepr in 2023; leveraging the Sweepr platform to build and test a fully digital resolution workflow to address a WiFi issue experienced by a TELUS residential subscriber.

The KPIs used to measure the outcome of this trial were as follows:
- +80% digital resolution*
- Workflow creation from 1 month to 2 days
- Workflow updates from 2 weeks to 2 hours

*In this instance, "Resolution" measures the percentage of customer queries which were initiated through digital channels and were successfully resolved within them, avoiding the need for escalation to live support.

The implementation of the POC would give TELUS the ability to create and manage digital customer journeys, reducing workflow creation time and enabling real-time journey optimization.

During the pilot, Sweepr's platform was able to identify and implement several high impact changes to the workflow which resulted in a 12-point increase in resolution thanks to a seamless rebooting of the router which was integrated as part of the digital experience.

The results of this pilot highlighted Sweepr's ability to drive high resolution rates while making enhancements simpler and faster, contributing to TELUS' decision to embark on a full Sweepr

implementation.

TELUS selected Sweepr for multiple key capabilities:
1) True built-in multichannel support including web, mobile, chat and IVR channels
2) In-depth analytics enabling continuous improvements
3) AI/ML readiness
4) Targeted personalization
5) Low-code/No-code design environment

The aforementioned capabilities were key to providing high quality support experiences across multiple digital touchpoints. TELUS went on to launch 14 workflows during the initial deployment.

Technical Integration

Platform architecture and deployment

The below solution diagram shows how Sweepr has been embedded to the TELUS solution architecture.
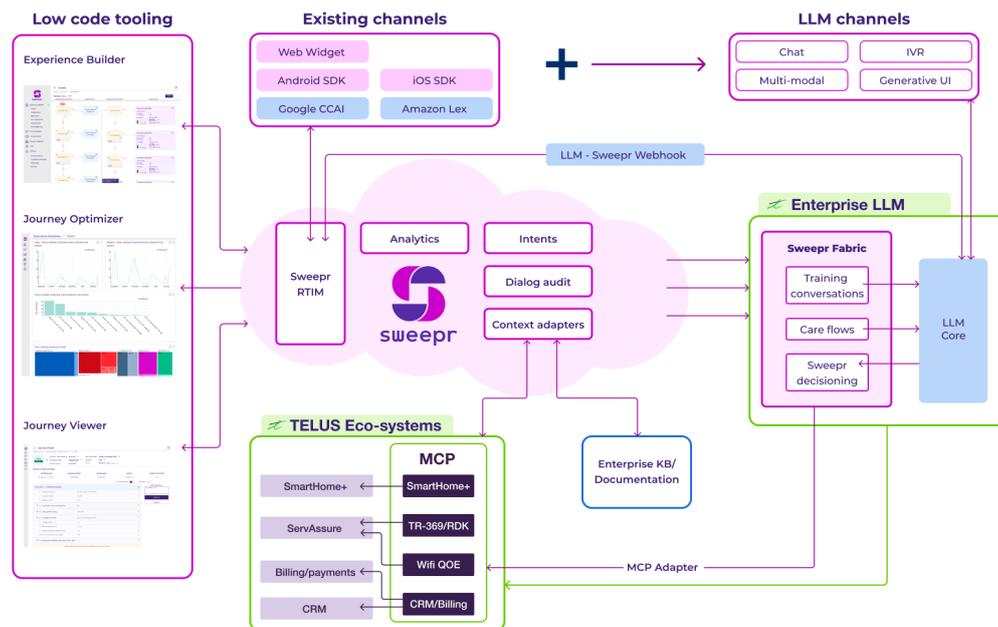
This showcases how Sweepr's platform is leveraging the existing TELUS stack. Sweepr was designed to enhance CSP's current investment in digital capabilities, bringing an orchestration layer to unify all systems towards an integrated digital care strategy that maximises customer experience and operational efficiencies.

As such, the diagram highlights these key components:

"TELUS systems": Suite of BSS systems containing relevant customer data that are required to personalize the digital care workflows built in Sweepr.

"Enterprise Channels", "Message-based channels" and "UI": The customer-facing digital channels that are used by TELUS subscribers to address their customer care queries.

"Gen AI" refers to the upcoming suite of AI capabilities that are added to the platform. Please refer to the "AI and automation implementation" section of the document below.

Integration with existing and new channels

To-date, TELUS has deployed Sweepr to handle customer care queries through:
- Their website (TELUS.com)
- Their mobile apps (TELUS Connect)
- Their IVR through an integration with Contact Centre Artificial Intelligence (CCAI), where Sweepr complements CCAI and provides an omnichannel authoring environment.

It is worth noting that Sweepr also allows subscribers to communicate in their preferred language. Ensuring accessibility and a consistent digital care experience for TELUS' bilingual (French and English) customer base in Canada.

Journey orchestration setup

The Sweepr platform offers an omnichannel low/no code authoring environment called Experience Builder where TELUS Digital Care team(s) can create and maintain care experiences for their customers in one central platform for all channels and supported languages.

That tool seamlessly allows teams to leverage backend integrations to systems such as CRM, diagnostic tools, eCommerce catalog, OSS/BSS, and generate personalized interactions and identify the best-suited resolution for the customer based on context.

AI and automation implementation

With the Sweepr platform now in production, there are numerous opportunities to deploy new AI capabilities, incrementally improving the efficacy of TELUS' digital care platform.

Roadmap items being tested by TELUS and Sweepr include:

- The Sweepr co-pilot functionality to help TELUS scale generating resolutions automatically. This is especially helpful in the context of Smart Home deployments where the carrier deals with various models of devices and needs to generate repetitive content for each model. In that case, the GenAI component of Experience Builder will iterate over those models and automatically create the logic needed to select the proper content in real-time.
- Automatic translation - Sweepr Experience Builder supports multi-language but also helps along the way by automatically generating a translation.
- Automatic channel content generation - Using GenAI, Sweepr can generate channel-specific content and convert what has been created for, for example, the web channel to be compatible for voice or messaging.

To conclude, TELUS is strongly positioned to realize immediate value through increased productivity and enhanced journey effectiveness delivered by the Sweepr platform.

Meanwhile, TELUS simultaneously future-proofed their AI strategy by leveraging Sweepr's vertically integrated solution, productized processes and workflows which can be used going forward as grounding material for comprehensive TELUS digital care enterprise LLMs.

Sweepr's roadmap envisions a transition to an agentic Care model which will bring further improvements in terms of feature deployment velocity; allowing to deploy new flows within minutes while automating the continuous improvement in terms of user experience thanks to AI.

Business Impact and Results

How the solution is used to-date

Since the pilot, TELUS and Sweepr have been actively working on the deployment of additional workflows. These workflows were designed based on call intents that represented the highest volume of inquiries to the call centre for each product line. As of April 2025, the deployed workflows to address high-demand support categories across its core services, including:

Internet Connectivity: Service interruptions or WiFi performance concerns.
TV and Entertainment: Streaming quality or access issues and device controls.
Smart Home and Security: Setup and troubleshooting, device support and routine maintenance alerts.

These workflows are accessible to all TELUS customers through multiple access paths to ensure comprehensive digital support coverage. Authenticated customers can access the full suite of workflows by logging into the TELUS portal using their TELUS credentials, enabling personalized diagnostics and account-specific troubleshooting. Additionally, unauthenticated customers who do not have their login credentials readily available can still access these digital solutions, ensuring that all customers can find resolution digitally regardless of their authentication status. This dual-access approach ensures that customers can always receive immediate support without barriers, maximizing the digital deflection potential and reducing call center volume.

Each workflow's design aims to automate general and customer specific checks to minimize customer input and expedite resolution. Examples include confirmation of neighbourhood service outages as well as diagnostics specific to a customer's home.

The workflows are currently deployed on the TELUS.com website with the intention to integrate natively in the TELUS SmartHome app and call centre IVR by the end of 2025.

As per the above, the initial workflows deployed in production are targeted at addressing technical support queries. As it often is the case for CSPs, WiFi and connectivity at large represented a significant portion of customer queries, making it an ideal starting point for digital resolution.

Going forward, there are additional workflows being assessed as roadmap for development in 2025 that cover the following query types:

- SmartHome+ troubleshooting
- Service queries such as billing, price change, payment terms, charges and other related queries
- Cross-sell queries such as those related to upgrades and product packages

Elevating Digital Care to Product Experience Standards

TELUS' partnership with Sweepr goes beyond operational efficiencies and improvements - it aligns with a broader brand strategy. Aligning the user experience in care interactions to mirror the excellence of its broadband, TV, and Smart Home product offerings. By embedding high-quality, seamless digital journeys into support channels, TELUS has taken a major step toward offering a cohesive, premium customer experience across every stage of the customer

journey. Early feedback from internal stakeholders and customer testing validates that customers now experience fewer handoffs, faster resolution, and a more personalized journey - key signals that digital care is truly becoming as refined and satisfying as the product experience itself.

TELUS Operational Efficiencies gain to-date

The measure of success that is tracked within TELUS to assess the efficacy of the Sweepr platform are as follows:
**1) Completed Journeys:** The number of customer queries initiated by a TELUS subscriber over one of the Sweepr-managed digital channels completed successfully.
2) Resolved Journeys Rate achieved within these completed journeys; defining the percentage of customer queries which were initiated through digital channels and were successfully resolved digitally; resulting in a call to the call center being contained i.e. prevented.
3) Operational Efficiency Gains from the Sweepr platform.
4) Engagement Rate; defining the % of customers who are presented with the opportunity to use the self-serve digital option, and proceed to use that option.

Let's first review the impact of the Sweepr solution on **Completed Journeys** and **Resolved Journeys Rate**. The chart below shows a steady increase in completed digital journeys, reflecting growing adoption and measurable user engagement over time. The "resolved journey" line on the graph below tracks the resolution rate which are directly correlated to the Operational efficiencies gained from the Sweepr platform to TELUS.

Consequently, the full year 2025 projections are on track to deliver in excess of 500,000 Resolved journeys equating to the number of calls that will be prevented to reach the Call Centre; leading to **Operational Efficiency Gains** for TELUS.

Business Impact Sweepr on TELUS Call Center

Month by Month overview of prevented calls to TELUS Call Center in 2025 (actual vs forecast)
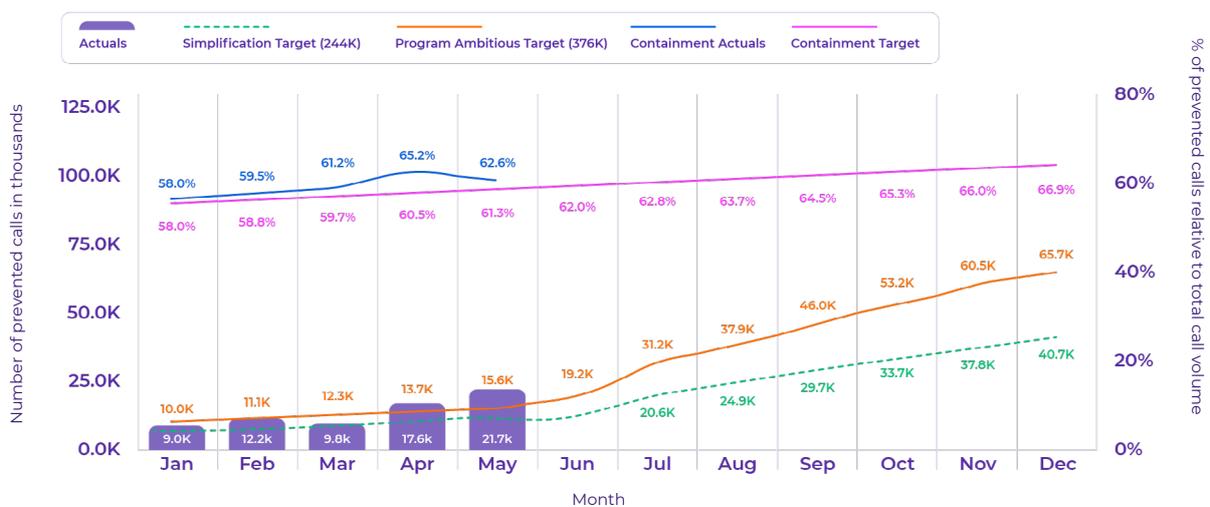
Finally, the **Engagement Rate** across all Sweepr interaction is **91%**; highlighting a very strong preference across all customer profiles and socio-demographic groups represented to use digital journeys when they're available.

This gives a strong reassurance to TELUS to pursue their efforts to land and expand their digital care strategy.

TELUS Team Empowerment

The Sweepr deployment has also led TELUS to change its organisational structure and outputs when it comes to all the support functions.

Here are some of the key gains realized by TELUS to-date.

Time to market:
TELUS has improved its workflow development time from 2 weeks to 4 days; a 3.5x improvement. This has allowed the team to improve the time it takes to deploy workflows in the context of a new service launch while increasing team productivity.

Omnichannel orchestration benefits:
TELUS has simplified the orchestration of channels (website, mobile, IVR, etc) by using the Sweepr platform as the unifying layer from which connectors to all BSS applications (CCAI, Call Centre and so forth) is built once and then used to connect with all workflows authored.

As such, TELUS has empowered business teams to author and deploy omnichannel workflows independently — accelerating time-to-market and enabling continuous care innovation.

Productivity Improvement
Taking into account the compounded benefits of the Sweepr platform, TELUS reports up to 60% productivity improvements across various teams.

Key Learnings and Best Practices

What Other CSPs Can Learn from the TELUS Transformation

The TELUS–Sweepr deployment didn't just improve customer support—it redefined how a CSP can modernize care delivery without overwhelming the organization. The learnings below offer practical guidance for any CSP looking to drive a similar impact through journey orchestration.

Strategic Planning Considerations
Start with high-impact, high-volume intents to build early momentum.

TELUS made a critical decision early, to focus initial workflows on technical support use cases with the highest volume and strongest resolution potential — like WiFi connectivity and Smart Home troubleshooting. This allowed the project to deliver measurable ROI quickly and demonstrate value to internal stakeholders.

> Key KPI to follow:
> TELUS targeted an 80% digital resolution rate for pilot workflows. Achieving this threshold validated the business case for scaling and contributed directly to significant operational efficiency gains.

Implementation Best Practices
Empower teams to move fast with low-code tooling.

Traditional workflow deployment cycles at TELUS relied heavily on engineering support.

By leveraging Sweepr's Experience Builder—a low/no-code orchestration tool — TELUS decentralized content creation and accelerated workflow iteration. This not only shortened release cycles but also improved collaboration across product, support, and operations teams.

> Key KPI to follow:
> TELUS reduced time-to-market for workflow deployment from 2 weeks to just 4 days. A 3.5x improvement — enabling faster response to changing customer needs and new product launches.

Success Metrics and Measurement
Build a measurement framework tied to real cost savings.

TELUS approached measurement with discipline, tracking every customer interaction across digital touchpoints. Four key metrics emerged as central to driving and demonstrating success:

- Completed Journeys
- Resolved Journey Rate
- Operational Efficiency Gains
- Engagement Rate

> Key KPI to follow:
> The Engagement Rate of 91% confirms customer preference for digital-first support.

Resource Allocation Guidance
Restructure for autonomy and agility - not just efficiency.

The most profound shift at TELUS wasn't technological—it was organizational. By removing dependencies on IT teams for workflow changes and enabling non-technical teams to author experiences directly, TELUS significantly increased the pace and ownership of transformation efforts.

> Key KPI to follow:
> The combined operational improvements led to a 60% boost in team productivity, with cross-functional digital care pods now operating semi-autonomously across multiple product lines.

Future of TELUS Care

TELUS and Sweepr are exploring advanced AI driven care models — where AI can orchestrate and personalize every interaction in real-time. By leveraging Sweepr's low-code orchestration platform including GenAI components, TELUS is moving towards a future where support flows will dynamically be created and refined based on each customer's context, behavior, and device landscape.

This approach unlocks:

- Real-time, personalized care experiences tailored to each user.

- Automated content generation across all digital channels.

- Reduced operational costs through decreased reliance on engineering resources.

- Rapid iteration and continuous optimization of care flows.

Conclusion

Summary of Key Achievements

Through its partnership with Sweepr, TELUS has delivered a measurable transformation in digital customer care. From reducing workflow deployment time by 3.5x, to achieving a 91% engagement rate and generating operational efficiencies, the results speak for themselves. TELUS didn't just digitize support — it operationalized a repeatable system for faster resolution, and scalable customer satisfaction.

Strategic Advantages Gained

By targeting high-volume support intents, enabling low-code workflow creation, and tying outcomes to business KPIs, TELUS unlocked strategic advantages that go far beyond call deflection:

- **Faster time to value** with a scalable low-code authoring environment
- **Enhanced team agility** and autonomy across digital care pods
- **Future-proofed AI readiness**, laying the groundwork for agentic care models
- **Cross-channel consistency**, driving better CX and support efficiency

Vision for Continued Evolution

TELUS now views journey orchestration not as a project, but as a capability. With 14 workflows already live and more in the pipeline—including billing, and SmartHome+ use cases—the roadmap is clear. The long-term goal? A care model powered by AI, authored by the business, and optimized in real time through data and feedback loops.

Critically, the next evolution of TELUS' digital care strategy is anchored in Sweepr's AI capabilities, which unlock two transformative advantages:

1) Automated workflow authoring and optimization – reducing human effort while increasing speed and consistency across support flows.

2) Automated channel management – allowing TELUS to dynamically tailor content for web, voice, or messaging channels without redundant development.
Together, these innovations position TELUS to fully leverage AI to deliver best-in-class customer digital support experiences that are fast, intuitive, and fully personalized across any channel.

Call to Action for CSPs

If you're a CSP struggling with rising support costs, inconsistent digital experiences, or long time-to-resolution, the TELUS story proves there's a better path forward. Start small. Focus on workflows with high resolution potential. Equip your teams with tools they can own. Then scale. It's an operating model for the future of digital care. Let TELUS be your blueprint.
The time to transform is now.

Don't wait to digitize customer care? Start with a single high-impact workflow.
Drive measurable ROI. Scale with confidence.

Interested in Learning More?

TELUS's results with Sweepr demonstrate the potential of AI-powered care automation. If you're exploring ways to improve your customer support efficiency while delivering outstanding quality across your digital channels, Sweepr's platform is a perfect fit for you.

Contact Sweepr (**hello@sweepr.com**) to discuss how their approach applies to your business and customer support challenges.

Contact TELUS (**ryan.giesbrecht@telus.com**) to discuss how they have transformed their digital care strategy.