Show Me That You Know Me:

TELUS Connects with 14 Million Customers
in a Personal Way

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Jennifer Yim
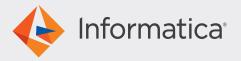Manager of Data Supply Chain and AI, TELUS

Goals	Solution	Results
Identify new opportunities with a single view of customers and households across the enterprise	Deploy Informatica MDM on AWS to define a single customer view along with household products owned in just six months	Enables targeted marketing campaigns for cross-sell and up-sell to customers based on their household demographic, product, and service details
Enhance service to customers by driving consistent contextual personalization across all customer touchpoints	Operationalize and scale Informatica MDM across the enterprise by embedding golden customer records into core processes such as marketing communications	Enhances customer interactions, avoids duplicate credit checks, and reduces call times, resulting in superior customer experiences
Increase customer satisfaction by making it easier for TELUS to action data signals faster and improve customer interactions	Generate predictive insights and seamlessly interact with customers, leveraging an accurate, real-time view of their information	Improves call center efficiency and customer service by reducing the number of transferred calls and cutting call center volumes in half

Business Requirements:

- Enable an enterprise view of customers that can be used for marketing and analytics

- Capture customer data to drive targeted experiences and associated reporting

- Enhance data governance and quality to improve accuracy, completeness, and compliance

About TELUS

TELUS (TSX: T, NYSE: TU) is a dynamic communications and information technology company with annual revenues of approximately $15 billion and 15.5 million subscriber connections. TELUS provides a wide range of communications products and services, including wireless, data, Internet, voice, television, entertainment, video, and home security. TELUS Health is also Canada's largest healthcare IT provider, and TELUS International delivers the most innovative business process solutions to some of the world's most established brands.

Informatica Success Story: TELUS

TELUS is one of the most popular information technology and IT brands in Canada, providing essential communications and digital services to over 15 million customers. It's also a strong supporter of local Canadian communities, having contributed more than $78 million in support of 6,689 charitable projects, enriching the lives of more than 2 million children and youth annually.

TELUS is committed to putting customers first and using technology to enable remarkable outcomes. The company offers the fastest, highest-quality mobile network in the country, according to PC Magazine and JD Power. It's also a distinct leader in customer service excellence and loyalty, earning a number-one rating in customer service among national mobile carriers.

Customer experiences and expectations are changing, however, and TELUS is ready. Today's customers expect brands to know who they are and what products they have, and translate that knowledge into simple, value-added interactions. TELUS set a goal to transform into a best-in-class, data-driven company, carving out competitive advantage with personalized, omnichannel customer experiences.

As a large communications and IT company, TELUS has multiple lines of business, each with its own billing systems and repositories. This resulted in a highly fragmented view of customer data sources, each with different levels of data quality, making it challenging for the company to identify all the TELUS products and services in use in a particular household to enable more effective, targeted marketing and service delivery. In addition, front-line customer service agents and call center staff did not have a single, up-to-date, 360-degree view of customers, making it difficult for them to provide the best possible service.

To address these challenges, TELUS wanted to create an enterprise-wide view of each customer, including all of their product and service details, which could then be used for customer service, marketing, operations, analytics, and reporting.

"Customer and prospect data are assets we can use to maintain our competitive advantage," says Jennifer Yim, Manager of Data Supply Chain and AI at TELUS. "To this end, we wanted to create an enterprise-wide data platform on AWS that makes it easy for team members to drive personalized experiences."

For instance, with this capability, TELUS is able to improve digital flows and intelligently route customers to help drive its online live chat channel for some cases.

Unifying customer data with MDM

TELUS turned to master data management (MDM) technology to create an end-to-end view of each customer. To achieve the fastest business value with MDM, TELUS opted for a cloud-based solution, deploying Informatica MDM Cloud Edition of Customer 360 on Amazon Web Services (AWS).
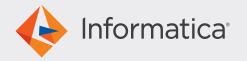
Informatica Cloud Data Quality cleanses and standardizes customer data before the records are matched and merged, while Informatica Data as a Service verifies customer email addresses for completeness and

accuracy. The solution was fully deployed in just six months, giving TELUS a single view of each customer and household as well as all services and products owned, based on the customer's billing or service address.

"Utilizing Informatica MDM, we are now able to provide a common point of reference on each customer by linking all of our critical data to one source," says Lance Paul, MDM Product Owner at TELUS.

Delivering a better customer experience

The ability to identify all the members of a household and the relationships between customers and their products and services allows TELUS to take a more holistic approach in its marketing. For example, it can tell if a household has wireless and Internet service, but does not have home security. TELUS can then offer the right product recommendations to those households and continue to grow the relationship with the customer to drive positive business outcomes.

TELUS wasted no time operationalizing and scaling Informatica MDM across the enterprise, embedding golden customer records into core processes such as marketing and customer service. With TELUS' acquisition of ADT Security, it plans to use Informatica MDM to ingest ADT's customer data and bring it into the household view. TELUS also began uploading mastered customer data to a Hadoop data lake as well as Google Cloud Platform (GCP), making it accessible to data scientists for use in building out predictive models.

To further improve customer service, TELUS integrated Informatica MDM with call center applications, implementing real-time integrations of key data sources including wireless customer profiles and credit profile data. Call center agents now have access to high quality information about the customer such as their addresses and products. This will enable them to tailor and personalize customer interactions accurately, resulting in shorter call times, fewer transferred calls, and superior customer service. With higher quality information, the volume of incoming calls has been reduced by approximately 50 percent.

"Our Informatica MDM deployment has evolved into a robust solution ingesting both batch and real-time data coming from six different sources," explains Tommy Tse, Technology Architect at TELUS. "The solution also allows our call center applications and data lake to consume golden customer records and household groupings."

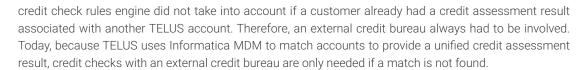## Transforming customer interactions

As a direct result of its MDM initiative, TELUS can interact with customers in a more personalized and contextualized manner. This helps the company increase prospect acquisition and cross-sell existing customers on additional products. As TELUS streamlines its data ingestion processes to achieve operational efficiencies, it is using those capabilities to interact with customers more effectively.

One example is within TELUS' customer credit check process. When a customer is purchasing a new product or service through TELUS, it's sometimes necessary to perform a credit check. Previously, the

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Informatica®

credit check rules engine did not take into account if a customer already had a credit assessment result associated with another TELUS account. Therefore, an external credit bureau always had to be involved. Today, because TELUS uses Informatica MDM to match accounts to provide a unified credit assessment result, credit checks with an external credit bureau are only needed if a match is not found.

With this enhanced, unified credit stream, approximately 18 percent of customers' wireless applications and 7 percent of traditional wired-line applications do not require an external credit check. This saves TELUS those same percentages in monthly credit check fees and enhances the consumer buying experience as well. Customers not only benefit from faster service delivery, they also avoid an unnecessary hit on their credit scores.

"Informatica MDM empowers our call center agents with a current, unified view of each customer, helping them to connect with customers during each interaction," says Yim. "We improve the overall customer experience by showing our customers that we really do know them."

Increasing customer lifetime value

TELUS is now using Informatica MDM to enhance analytics, data science, and reporting capabilities. The solution also writes back cleansed, mastered data to legacy customer data repositories, improving data quality for the downstream systems that continue to leverage those legacy sources. Over time, TELUS will be able to enhance the lifetime value of customers.
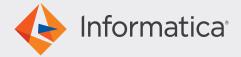
An example of this is that TELUS had previously built out a process to ingest customer data from a legacy system that contains wireline information. After cleansing, matching, and merging in Informatica MDM, key customer profile attributes are now written back to this legacy system to provide a more consistent and updated view of the customer data across the company.

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Inside The Solution:

- Informatica MDM – Customer 360 Cloud Edition
- Informatica Data Quality
- Informatica Data as a Service

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

Informatica Worldwide Headquarters
2100 Seaport Blvd, Redwood City, CA 94063, USA
Phone: 650.385.5000 | Fax: 650.385.5500 | Toll-free in the US: 1.800.653.3871
informatica.com | facebook.com/InformaticaLLC | linkedin.com/company/informatica | twitter.com/Informatica