



Mobility Solutions

We are living in a mobile-first world. Analyst firm Forrester predicts that, by 2022, there will be 3.8 billion smartphone users globally. The world's most innovative companies are embracing this change and leveraging mobile technology to create an exceptional next-gen experience for consumers.

Mobile-first benefits

Mobile makes customer interactions faster, easier and hyper-personal. Not only does it enhance the omnichannel experience, it creates an omni-device experience, allowing the customer to communicate seamlessly across multiple screens and applications. Simply put, mobile-first means businesses can put customers first by focusing on relationship over transaction.

A mobile-first approach can also have a transformative effect on your enterprise as a whole. It fuels product leadership by enabling companies to create disruptive, digital customer solutions such as leading-edge mobile apps, mobile wallets and voice-first transactions.

Leveraging the digital platform and rich customer profiles from mobile brings a new standard of mobile excellence to a company. And, a newly-optimized digital stack connects previously-fragmented processes and information, boosts online functionality and helps achieve higher IT Quality of Service, to create a true, digitally transformed enterprise.

Mobility Solutions

TELUS International has designed a suite of agile and scalable digital solutions designed to take your systems and infrastructure to the next level.



1. Mobile strategy consulting

We assess your current IT stack, digital customer journey and position in the market in order to determine the optimum mobile strategy and infrastructure design for your enterprise. This includes a deep ROI evaluation, enabling you to accurately determine the required IT modernization investment in relation to your desired operational, product and customer experience (CX) outcomes.



2. Mobile app development

We create a customized solution that will help you to build trust and longevity with your customers and achieve your wider strategic outcomes. Our team of digital customer experience experts will develop a native or hybrid app, using our skills to map out a highly effective end-to-end digital journey for your mobile app.

We also employ automation, functional and field-testing to ensure your mobile applications perform exactly as expected prior to official release. Our goal is to provide a stable app performance that is enjoyable for customers, with no surprises.

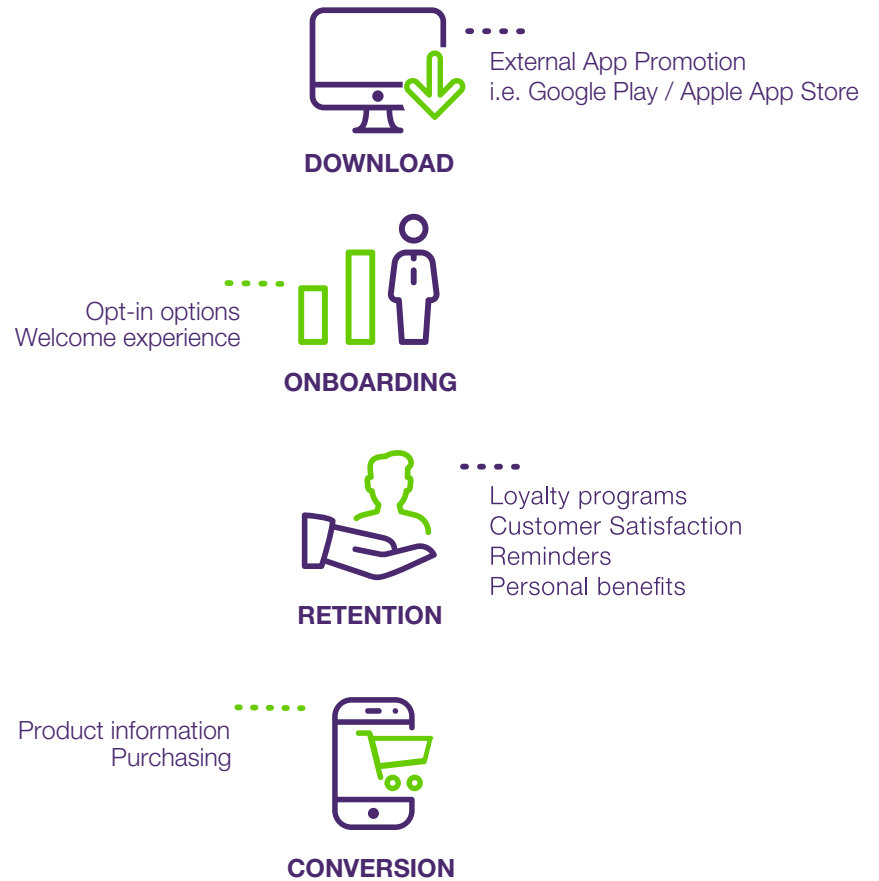


3. Enterprise-wide app development

Organizations can take the mobile app across all products, processes and digital channels to deliver one seamless customer experience. The modern consumer is channel-agnostic and expects to find solutions and complete transactions using a range of different devices and platforms. Our engineers and designers holistically connect and optimize your enterprise products and architecture to improve the customer experience, reducing cost and achieving operational excellence.

For example, our team developed a digital voice assistant for a banking client looking to modernize and digitally enable their customer experience. The enterprise-wide app provides alert notifications, location services, balance information and the ability to execute transactions.

Mobile app end user process



Take the next step with TELUS International

A mobile-first strategy must be built on a customer-first foundation. Our team of digital engineers and CX experts delight the customers of the world's most innovative and disruptive companies. And our processes for continuous improvement are unparalleled in the tech industry.

Connect with us today to find out how a mobile-first approach will transform your enterprise, product suite and customer experience offering.

telusinternational.com/contact

