



ONLINE TEACHING ESCALATOR



Company Profile

TELUS Corporation operates as a diversified telecommunications and wireless solutions provider in Canada.

Selected Statistics

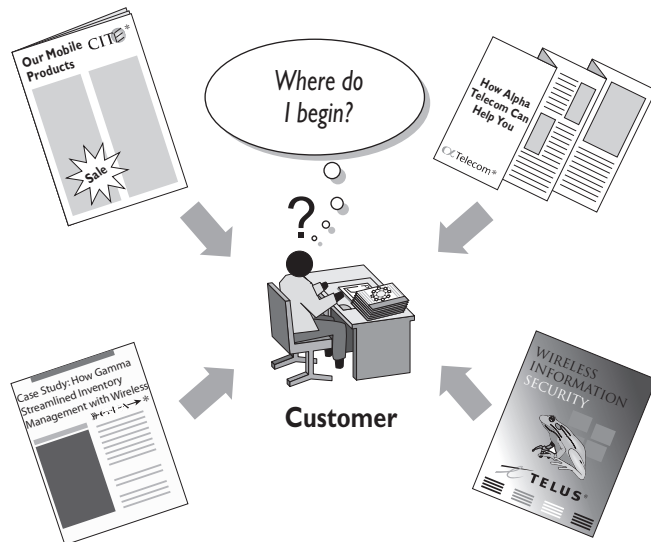
FY2007 Revenue: C\$9 Billion
FY2007 Employees: 33,000

MISSED OPPORTUNITY

TELUS struggles to stand out as an information resource versus competitors...

...because teaching efforts don't "stick" with customers

Competing Sources of Information



Reason #1: Information Consumed Passively



Reason #2: Interaction Viewed as One-Off

Shared Traits of Typical Resources

- Highlight products and capabilities
- Focus on the "hard sell"
- Require little user involvement

Current Behavior: Download and Leave

"Where should I go now for more information?"

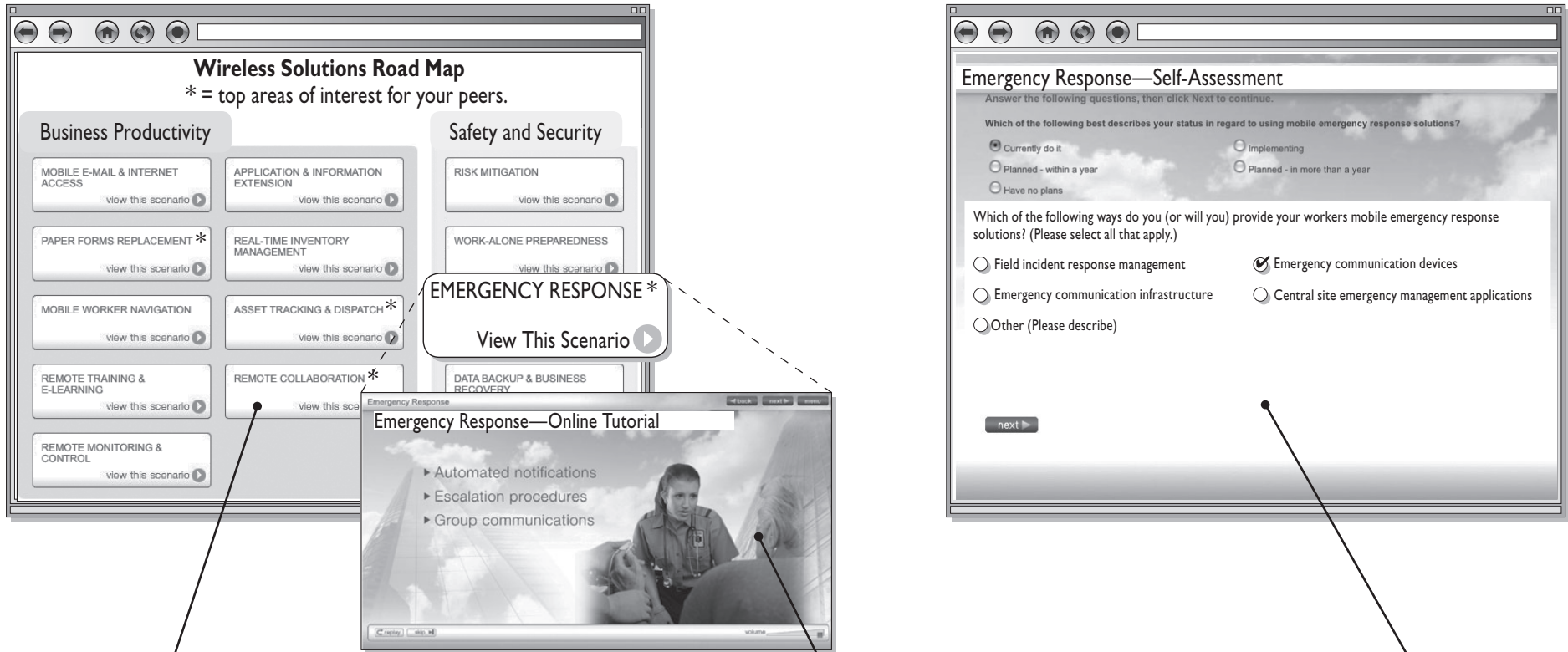
Target Behavior: Come Back for More

Source: TELUS Communications, Inc.; Marketing Leadership Council research.

LEADING WITH LEARNING

TELUS Engineers Three Key Features into Its Online Teaching Tools to Drive User Engagement

Interactive Tool to Enhance Customer Learning



**Feature #1:
Critical Issue Orientation**

Organizes content around customer interests—but directs them to most probable knowledge gaps

**Feature #2:
Non-Commercial Content**

Presents relevant, company-agnostic content through interactive modules to maintain user interest

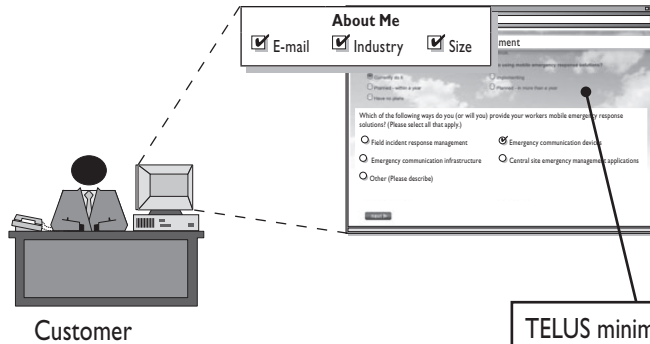
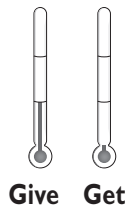
**Feature #3:
Embedded Interactivity**

Prompts customers to assess their current state to reinforce importance and urgency of taking action

REELING THEM IN

By giving users small, customized rewards...

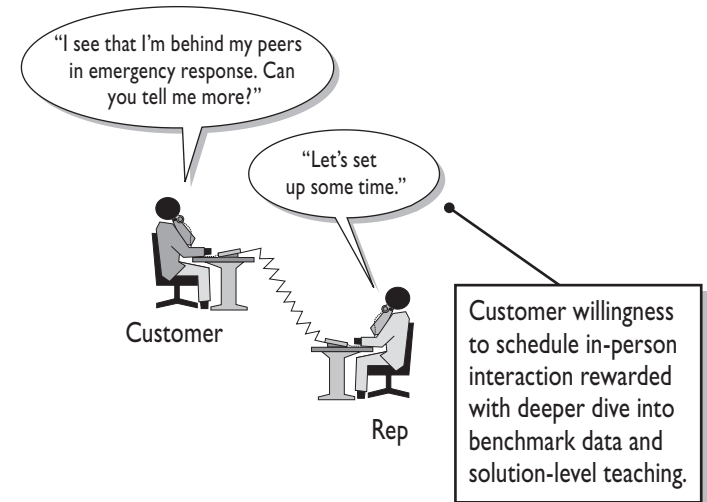
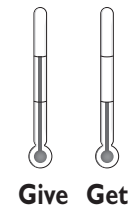
Give Basic Information



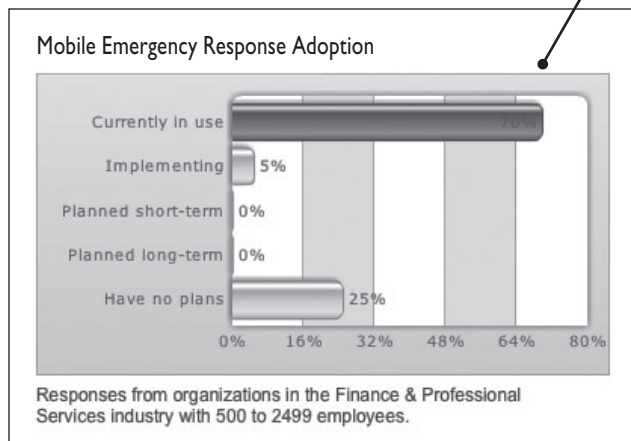
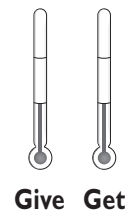
TELUS minimizes user information necessary to receive customized results.

...TELUS builds the willingness for future learning in a personal interaction

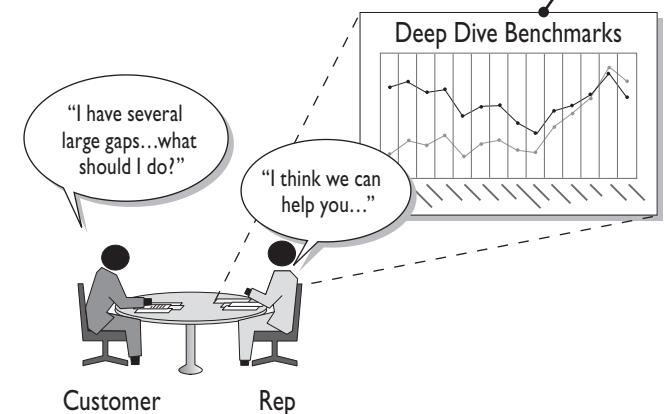
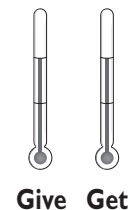
Give Rep Time to Meet in Person



Get Basic Benchmarks



Get More Insight into Problems and Solutions

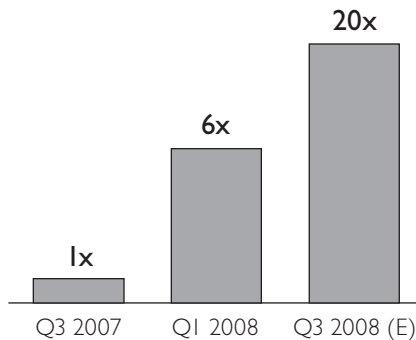


Source: TELUS Communications, Inc.; Marketing Leadership Council research.

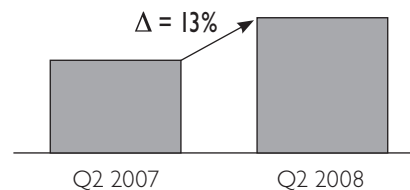
DRIVING RESULTS

The Wireless Solutions Roadmap (WSR) Tool is Being Adopted Heavily by Customers and Reps, Driving Greater Awareness of Issues Related to Mobility and the Solutions TELUS Offers

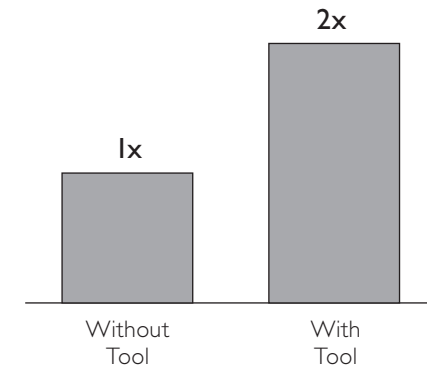
WSR Tools Users



Customers Perceiving TELUS as Solutions Provider



Average Deal Size
Reps Involved in Pilot



SELF-TAUGHT

“The account executives who have embraced these tools are learning themselves and gaining the confidence to expand customer thinking in future conversations.”

Gregor Allan
National Director
Premier Sales Organization
TELUS Corporation