

TELUS Digital CX and AI Transformation Strategy for Enterprises Practice Test (Sample)

Study Guide



Everything you need from our exam experts!

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Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 - 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

Questions

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- 1. What is the overarching objective of TELUS Digital CX and AI Transformation Strategy for Enterprises?**
 - A. To reduce operating costs by consolidating channels into a single platform.**
 - B. To enable scalable, data-driven, and AI-enabled customer experiences across channels with governance and measurable business outcomes.**
 - C. To implement AI-only customer interactions without governance.**
 - D. To achieve maximum speed to market with minimal governance.**

- 2. Which of the following is one of the three strategic pillars used to structure TELUS's CX and AI transformation?**
 - A. Channel integration**
 - B. Customer experience optimization across channels**
 - C. Strategy and governance**
 - D. Operations excellence**

- 3. Which of the following is a complete enumeration of the three forcing functions for CX transformation in 2026?**
 - A. Google GECX Native Integration, Five9, and AI Transformation**
 - B. Agent Studio GA, Google GECX Native Integration, and Cost of Inaction**
 - C. Google GECX Native Integration, Agent Studio GA, and Data Modernization**
 - D. 1) Google GECX Native Integration, 2) Agent Studio GA, 3) Cost of Inaction.**

- 4. What is 'customer segmentation' used for in TELUS CX strategy?**
 - A. To tailor experiences, messaging, and offers based on behavioral and demographic attributes.**
 - B. To segment by geography only.**
 - C. To group employees by department.**
 - D. To randomize marketing campaigns.**

- 5. What is the significance of Agent Studio going GA in January 2026?**
- A. It marks a pivotal moment for migration from legacy systems and enhances client relationships.**
 - B. It signifies the end of all CX projects.**
 - C. It indicates a temporary beta release with limited features.**
 - D. It introduces a new pricing model.**
- 6. Which principle best minimizes data access risk for CX data?**
- A. Data masking only.**
 - B. Least privilege ensures users have the minimum access needed.**
 - C. Open access for all employees.**
 - D. Access is granted by project lead.**
- 7. Which list contains a channel not typically considered in an omnichannel CX strategy?**
- A. Phone, web, mobile app, chat, email**
 - B. In-store, messaging, and emerging digital assistants**
 - C. Fax, mail, and pager**
 - D. Social media, chat, and email**
- 8. What is the ask in the TELUS Digital pitch?**
- A. To map a phased engagement against the current roadmap.**
 - B. To sign a blanket agreement for full deployment.**
 - C. To conduct a vendor assessment only.**
 - D. To provide ongoing support for existing systems.**
- 9. What best describes Five9's function in the assisted service stage?**
- A. It routes interactions randomly.**
 - B. Five9 serves as a knowledge base for agents.**
 - C. Five9 routes interactions intelligently based on skill, context, and predicted outcome.**
 - D. It logs calls for auditing after the fact.**

10. How does TELUS ensure ethical considerations in AI product design?

- A. Policies, ethics reviews, bias testing, stakeholder engagement, and ongoing monitoring.**
- B. Policies and bias testing only.**
- C. No formal ethics process is required.**
- D. Ethics are considered only after deployment.**

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Answers

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1. B
2. C
3. D
4. A
5. A
6. B
7. C
8. A
9. C
10. A

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Explanations

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1. What is the overarching objective of TELUS Digital CX and AI Transformation Strategy for Enterprises?

- A. To reduce operating costs by consolidating channels into a single platform.**
- B. To enable scalable, data-driven, and AI-enabled customer experiences across channels with governance and measurable business outcomes.**
- C. To implement AI-only customer interactions without governance.**
- D. To achieve maximum speed to market with minimal governance.**

The big aim is to deliver scalable, data-driven, AI-enabled customer experiences across channels, backed by governance and tied to measurable business outcomes. This means designing interactions that feel seamless whether a customer is on web, mobile, chat, call center, or in-store, while using data to understand needs and tailor responses. AI is used to automate, personalize, and anticipate what customers want, but only within a framework of governance that covers data privacy, ethics, model reliability, and compliance. Crucially, the effort is tied to concrete business results—clear metrics and dashboards that show impact on customer satisfaction, retention, revenue, and cost-to-serve. Other options miss essential parts of this approach. Simply consolidating channels to a single platform focuses on engineering a single route rather than delivering consistent, intelligent experiences across all touchpoints with responsible AI. An AI-only interaction model without governance ignores the risks and stewardship needed for trustworthy AI. Pushing speed to market with minimal governance sacrifices long-term quality, compliance, and the ability to measure impact, which undermines durable transformation.

2. Which of the following is one of the three strategic pillars used to structure TELUS's CX and AI transformation?

- A. Channel integration**
- B. Customer experience optimization across channels**
- C. Strategy and governance**
- D. Operations excellence**

Strategic governance and direction anchor TELUS's CX and AI transformation. This pillar provides the steering framework: it defines goals, assigns roles and responsibilities, sets policies for data use and AI ethics, establishes risk management and accountability, and guides funding and decision rights. With this governance in place, initiatives across channels, customer experience improvements, and operational changes can align to a common strategy and be evaluated consistently. The other items describe how the work is delivered or executed—channel delivery, cross-channel experience, or operational efficiency—not the overarching guiding structure that coordinates and approves the transformation. So this pillar is the best fit because it embodies the leadership, policy, and coordination essential to the whole CX and AI program.

- 3. Which of the following is a complete enumeration of the three forcing functions for CX transformation in 2026?**
- A. Google GECX Native Integration, Five9, and AI Transformation**
 - B. Agent Studio GA, Google GECX Native Integration, and Cost of Inaction**
 - C. Google GECX Native Integration, Agent Studio GA, and Data Modernization**
 - D. 1) Google GECX Native Integration, 2) Agent Studio GA, 3) Cost of Inaction.**

The main idea here is that forcing functions are pressures that compel a CX transformation to move forward. In 2026, a complete set of these forces typically includes capabilities that enable seamless technology integration, scalable tooling for agents, and a strong business case to act. Native integration with Google GECX matters because it unlocks native connections across the Google-based CX stack, unifies data, and streamlines workflows. When the platform can natively talk to other Google services and tools, you reduce integration complexity, speed up time-to-value, and create a more cohesive customer experience across channels. That capability acts as a compelling driver to transform, since without it you'd fight ongoing integration friction. Agent Studio GA is the scalable toolkit for designing, testing, and deploying agent conversations at scale. It supports AI-driven automation, governance, and reuse of agent experiences, which accelerates the modernization of customer interactions and improves consistency and efficiency. This capability creates a practical, repeatable path to building better CX without getting bogged down in bespoke, one-off solutions, making the transformation more feasible and sustainable. Cost of Inaction is the financial and strategic pressure to change. It captures the consequences of not transforming—missed revenue, higher operating costs, reduced customer satisfaction, and greater risk—providing a concrete business case for investing in the CX transformation now. Without this pressure, there's less compelling reason to mobilize resources and endure the required changes. Together, these three forces cover technology interoperability, scalable operational capability, and a clear ROI/risk argument. Other options may include relevant topics, but they don't form the complete trio of forcing functions defined for this framework, which is why the combination of Google GECX Native Integration, Agent Studio GA, and Cost of Inaction is the best match.

4. What is 'customer segmentation' used for in TELUS CX strategy?

- A. To tailor experiences, messaging, and offers based on behavioral and demographic attributes.**
- B. To segment by geography only.**
- C. To group employees by department.**
- D. To randomize marketing campaigns.**

Customer segmentation in TELUS CX strategy is about dividing customers into groups that share similar behaviors and characteristics. By grouping people based on behavioral attributes (like usage patterns, interactions, and purchase history) and demographic attributes (such as age or location), the organization can tailor experiences, messaging, and offers to fit what each segment values. This targeted personalization makes interactions feel more relevant, which boosts engagement, satisfaction, and conversions while using resources more effectively across channels. Geography alone doesn't capture the full picture and misses the nuances of how different customers with similar locations may have different needs. Segmenting internal teams like employees by department isn't about customers, and randomizing campaigns undermines the purpose of personalization.

5. What is the significance of Agent Studio going GA in January 2026?

- A. It marks a pivotal moment for migration from legacy systems and enhances client relationships.**
- B. It signifies the end of all CX projects.**
- C. It indicates a temporary beta release with limited features.**
- D. It introduces a new pricing model.**

Going GA means the product has reached production-ready maturity: it's stable, scalable, secure, and fully supported for wide deployment. For Agent Studio, that status is a clear signal that enterprises can rely on it as a primary CX engine rather than a pilot or limited-release tool. This matters for migrating from legacy systems because a GA release comes with robust integration points, data migration tools, and governance features designed for real-world, large-scale use. Enterprises can plan modernization programs with confidence, knowing there are proven capabilities to connect to existing data, ensure reliability, and meet compliance and performance requirements. It also reduces risk compared to sticking with experimental or pilot deployments. Beyond technology, GA unlocks enterprise engagement with TELUS's ongoing support, service-level agreements, training resources, and a clear product roadmap. That foundation strengthens trust and collaboration with clients, making it easier to expand use, migrate more workloads, and deepen relationships over time. The other interpretations confuse production readiness with the end of projects, a beta phase, or a pricing shift—none of which are inherent to GA. GA signals readiness to scale and commit, not a termination or temporary state, and it isn't primarily about pricing.

6. Which principle best minimizes data access risk for CX data?

- A. Data masking only.**
- B. Least privilege ensures users have the minimum access needed.**
- C. Open access for all employees.**
- D. Access is granted by project lead.**

The key idea is granting users only the minimum level of access they need to do their job. This is the principle of least privilege, and it directly reduces data access risk by limiting who can see or modify CX data. If a credential is compromised or a user strays from their role, the potential impact stays contained because access isn't broader than necessary. Data masking helps when data is viewed, but it doesn't prevent over-reach if someone already has more access than required. Open access for all employees is unsafe and counterproductive, and letting a project lead grant access leads to inconsistent, unchecked permissions. Implementing least privilege, ideally paired with role-based access control and regular access reviews, provides the strongest, scalable protection for CX data.

7. Which list contains a channel not typically considered in an omnichannel CX strategy?

- A. Phone, web, mobile app, chat, email**
- B. In-store, messaging, and emerging digital assistants**
- C. Fax, mail, and pager**
- D. Social media, chat, and email**

The main idea here is understanding which channels fit into an omnichannel customer experience. Omnichannel aims to unify how customers interact across multiple touchpoints—combining real-time and ongoing channels in a seamless way. Channels typically included span phone, web, mobile apps, chat, and email, plus in-store experiences, messaging, digital assistants, and social media, all integrated so data and context follow the customer across interactions. The list with fax, mail, and pager stands out because these are largely outdated communication methods that don't offer real-time, digital, or easily integrated experiences across channels. They require slower, manual handling and don't readily synchronize with other channels to provide a cohesive journey. In contrast, the other options include channels that are commonly supported in modern omnichannel ecosystems and can be connected to deliver a smooth, unified customer experience.

8. What is the ask in the TELUS Digital pitch?

- A. To map a phased engagement against the current roadmap.**
- B. To sign a blanket agreement for full deployment.**
- C. To conduct a vendor assessment only.**
- D. To provide ongoing support for existing systems.**

The core idea being tested is proposing a staged, value-driven plan that aligns with the client's existing roadmap. The best choice signals a phased engagement that maps directly to where the customer is headed, delivering milestones and decision points along the way. This approach shows a practical path for transformation, reduces risk by spreading work over time, and ensures each phase ties to real priorities and budget cycles. Why this fits: TELUS Digital typically aims to demonstrate how the work unfolds in controllable increments, with clear outcomes at each phase and the ability to adjust as needs evolve. It's more credible and manageable than proposing a blanket, full deployment upfront, which assumes all requirements are known and approved from the start. It's also more strategic than just conducting a vendor assessment or simply providing ongoing support, which are either evaluative or operational activities rather than a planned transformation aligned to the roadmap.

9. What best describes Five9's function in the assisted service stage?

- A. It routes interactions randomly.**
- B. Five9 serves as a knowledge base for agents.**
- C. Five9 routes interactions intelligently based on skill, context, and predicted outcome.**
- D. It logs calls for auditing after the fact.**

The main idea here is how routing is handled in an assisted service setup. Five9 is designed to route interactions intelligently rather than randomly. It matches what the customer needs with agents who have the right skills, uses context from the current interaction and related CRM data, and leverages predictions about likely outcomes to guide the decision on who should handle the contact. In the assisted service stage, this means the customer is connected to the best-suited agent who already has the relevant information and tools at hand, helping resolve issues faster and with fewer transfers. The other options don't fit because Five9 isn't primarily a knowledge base, and routing is not performed after the fact or done randomly.

10. How does TELUS ensure ethical considerations in AI product design?

A. Policies, ethics reviews, bias testing, stakeholder engagement, and ongoing monitoring.

B. Policies and bias testing only.

C. No formal ethics process is required.

D. Ethics are considered only after deployment.

Ethical AI product design requires an end-to-end approach that builds guardrails into policy, governance, and practice from the start and maintains them over time. TELUS adopts a comprehensive framework that includes policies to set clear standards, ethics reviews to assess potential harms and trade-offs before development, bias testing to uncover unfair or discriminatory outcomes, stakeholder engagement to bring in diverse perspectives, and ongoing monitoring to identify and address issues once the product is in use. This combination ensures ethics are embedded throughout the lifecycle rather than treated as an afterthought. The other options fall short because they miss one or more of these essential elements—focusing only on some aspects, denying the need for formal ethics processes, or delaying ethics until after deployment.

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Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

<https://telusdigicxaitransformationstrat.examzify.com>

We wish you the very best on your exam journey. You've got this!

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