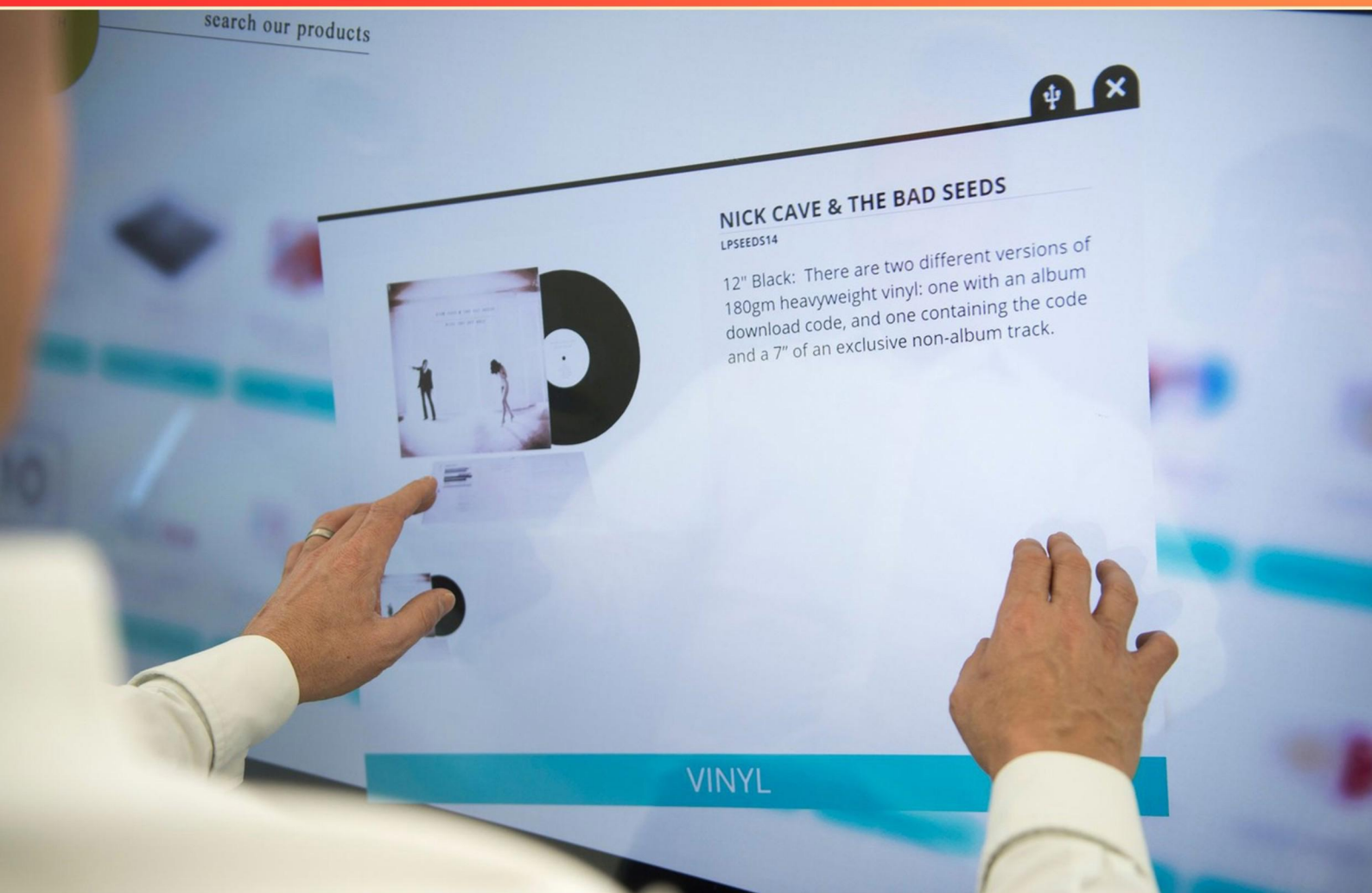


TELUS DIGITAL CX AND AI TRANSFORMATION STRATEGY FOR ENTERPRISES PRACTICE TEST (SAMPLE) STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

VISIT US ONLINE FOR
THE FULL VERSION STUDY GUIDE

<https://telusdigicxaitransformationstrat.examzify.com>



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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 expected outcome for clients using TELUS Digital's services?**
 - A. Enhanced performance and reduced operational costs in their contact centers.
 - B. Complete automation of all customer support channels.
 - C. No change in performance but higher costs.
 - D. Only improvements in marketing metrics.
- 2. How should API strategy support CX and AI initiatives?**
 - A. Standardized, secure APIs enabling data sharing, microservices, and integration with analytics and AI workloads.
 - B. APIs should be avoided in CX initiatives.
 - C. APIs are only for external partners and not internal use.
 - D. APIs should be unsecure to speed up data exchange.
- 3. What is the benefit of a native integration between Google GECX and Five9?**
 - A. It eliminates the integration tax and streamlines deployment of AI in contact centers.
 - B. It requires extensive third-party customization.
 - C. It provides offline data processing only.
 - D. It delays AI adoption.
- 4. In journey analysis, which term describes key interactions that decisively shape customer satisfaction?**
 - A. Data touchpoints
 - B. Channels
 - C. Pain points
 - D. Moments of truth
- 5. What is TELUS Digital's hook in its pitch?**
 - A. We are a marketing firm for CX.
 - B. We are a hardware provider for contact centers.
 - C. We specialize in network infrastructure.
 - D. We are a technology company that runs contact centers.

- 6. In TELUS' data strategy, what does data lineage help with?**
- A. Data latency
 - B. Tracking data origin and movement across systems
 - C. Data privacy rules
 - D. Data storage capacity
- 7. How should a TELUS CX program approach change management?**
- A. Engage stakeholders early, communicate value, train users, and establish incentives and governance.
 - B. Centralize all decisions at the top without consultation.
 - C. Delay communication until after deployment.
 - D. Focus only on technology implementation.
- 8. What are the three forcing functions for CX transformation in 2026?**
- A. Google GECX Native Integration, Five9, and AI Training.
 - B. Agent Studio GA, Google GECX Native Integration, and Cloud Migration.
 - 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.
- 9. Which statement best defines operational excellence in CX and AI transformation?**
- A. Efficient, reliable processes, strong governance, and continuous improvement across value streams.
 - B. Fragmented processes with isolated governance.
 - C. High-pressure metrics with rapid-fire experiments and no governance.
 - D. Customer surveys as the sole success metric.
- 10. How should data be organized to support AI applications in this strategy?**
- A. As raw dumps without metadata or governance.
 - B. In a single monolithic warehouse with no data lineage.
 - C. As data products with clearly defined owners, schemas, lineage, access controls, and event-driven updates.
 - D. Only as public datasets for external use.

Answers

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

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Explanations

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1. What is the expected outcome for clients using TELUS Digital's services?

- A. Enhanced performance and reduced operational costs in their contact centers.
- B. Complete automation of all customer support channels.
- C. No change in performance but higher costs.
- D. Only improvements in marketing metrics.

The main idea this item tests is that TELUS Digital's services are meant to boost how a client's contact centers perform while also reducing the costs of operating those centers. When a company engages TELUS Digital for CX and AI transformation, you typically see sharper performance metrics—faster handling, higher first-contact resolution, smoother omnichannel experiences—along with lower operational costs due to greater efficiency. This makes the outcome a combination of better performance and cost savings in the contact center. The other options overstate or misdirect the impact: complete automation of all customer support channels is unlikely and not a standard guarantee of such services; no change in performance with higher costs contradicts the efficiency gains these services aim to deliver; and focusing only on marketing metrics ignores the broader improvements in contact center operations that TELUS Digital targets.

2. How should API strategy support CX and AI initiatives?

- A. Standardized, secure APIs enabling data sharing, microservices, and integration with analytics and AI workloads.
- B. APIs should be avoided in CX initiatives.
- C. APIs are only for external partners and not internal use.
- D. APIs should be unsecure to speed up data exchange.

A strong API strategy for CX and AI focuses on standardized, secure APIs that enable data sharing, support a microservices approach, and integrate with analytics and AI workloads. This combination gives teams reliable, reusable data access across systems—CRM, content, order, and support platforms—so customer experiences can be personalized in real time and across channels. Standardized APIs provide consistent contracts, versioning, and governance, making it easier to compose new CX features without rebuilding data connections each time. For AI initiatives, APIs unlock data access for training, validation, and real-time inference, while the microservices pattern allows AI components (like recommendations, sentiment analysis, or next-best-action engines) to be developed, scaled, and updated independently. Security and governance are built in—enforcing authentication, authorization, auditing, and data privacy—so data can be shared confidently across teams and with external partners if needed, without compromising safety. Choosing to avoid APIs, limit them to external partners, or expose data insecurely would stall CX improvements and risk security and compliance. A thoughtful API strategy that emphasizes standardization, security, and interoperability is what enables CX and AI to work together at scale.

3. What is the benefit of a native integration between Google GECX and Five9?

- A. It eliminates the integration tax and streamlines deployment of AI in contact centers.**
- B. It requires extensive third-party customization.
- C. It provides offline data processing only.
- D. It delays AI adoption.

Native integration means Google GECX and Five9 are built to connect directly, sharing data and controls through a single, supported interface. That eliminates the integration tax—the hidden costs of stitching two systems together, including custom code, data mapping, testing, and ongoing maintenance. With that seamless connection, AI capabilities can be deployed quickly in the contact center, delivering real-time agent assistance, smarter routing, and consistent customer experiences without complicated workarounds. It also improves security and governance because data moves through approved, vendor-supported paths. In short, this choice reflects faster, cheaper, and more reliable AI deployment in the contact center. Options implying extra customization, offline-only processing, or delays don't fit the efficiency and speed native integration provides.

4. In journey analysis, which term describes key interactions that decisively shape customer satisfaction?

- A. Data touchpoints
- B. Channels
- C. Pain points
- D. Moments of truth**

Moments of truth are the critical interactions in a customer's journey where the customer's impression of the brand is made or broken; they decisively shape satisfaction and loyalty. These are the high-impact moments—such as clear onboarding, effective problem resolution, or a smooth checkout—where the outcome strongly influences whether a customer feels positive about the brand. In journey analysis, identifying these moments helps focus improvements where they'll move satisfaction the most. By contrast, data touchpoints describe where data is captured, channels are the mediums used to engage, and pain points are the frictions along the path; while important, they describe the environment rather than pinpointing the decisive interactions that determine satisfaction.

5. What is TELUS Digital's hook in its pitch?

- A. We are a marketing firm for CX.
- B. We are a hardware provider for contact centers.
- C. We specialize in network infrastructure.
- D. We are a technology company that runs contact centers.**

The hook being tested is TELUS Digital's positioning as a technology company that runs contact centers. This choice signals that the value they deliver comes from owning and operating the tech and processes behind customer experiences, not just offering advice or selling a product. It emphasizes end-to-end, technology-driven CX—software, AI, automation, cloud platforms, and integrated operations—that enable scalable, data-informed interactions. That framing sets TELUS Digital apart from options centered on marketing services, where the emphasis would be on campaigns and branding; hardware provisioning for contact centers, which focuses on devices rather than the software and operations; or general network infrastructure, which would stress connectivity rather than a complete, tech-led CX solution.

6. In TELUS' data strategy, what does data lineage help with?

- A. Data latency
- B. Tracking data origin and movement across systems**
- C. Data privacy rules
- D. Data storage capacity

Data lineage is the practice of tracing data from its source through every transformation and movement across systems. In TELUS' data strategy, this visibility lets you see where a data element originated, how it was transformed, and where it flows next. That end-to-end provenance supports governance, data quality, and auditing because you can verify how data arrived at a report or model, understand the impact of any change, and pinpoint where issues were introduced. For example, if a sales figure looks off, lineage helps you follow the data from the source system through ETL processes to the downstream dashboard to identify exactly where the discrepancy happened. Data latency, privacy rules, and storage capacity aren't what data lineage primarily describes. Latency concerns the timing of data availability; privacy rules are about policy and controls for protecting data; storage capacity relates to how much data is stored and scaled. None of these capture the core idea of tracing data's origin and its journey across systems, which is why tracking data origin and movement is the best fit.

7. How should a TELUS CX program approach change management?

- A. Engage stakeholders early, communicate value, train users, and establish incentives and governance.**
- B. Centralize all decisions at the top without consultation.
- C. Delay communication until after deployment.
- D. Focus only on technology implementation.

Change management in a TELUS CX program hinges on people and how they adopt new ways of working. Engage stakeholders early to build alignment across front-line teams, managers, IT, and leadership. When you clearly articulate the value—how the change improves customer experiences, speeds resolution, and delivers measurable outcomes—people understand why the shift matters and are more willing to participate. Training is essential so users can effectively operate new tools and processes, reducing friction at the moment of adoption. Establishing incentives and governance creates accountability and sustains momentum: incentives encourage the right behaviors, while governance ensures consistent execution and ongoing measurement against CX goals. This approach addresses motivation, capability, and structure, which are all needed for lasting change. Without early engagement, there can be resistance; without clear value communication, confusion and doubt grow; without training, adoption stalls; without governance, improvements may fade over time. In contrast, options that centralize decisions without consultation, delay communication, or focus solely on technology overlook the people and processes that actually drive customer outcomes.

8. What are the three forcing functions for CX transformation in 2026?

- A. Google GECX Native Integration, Five9, and AI Training.
- B. Agent Studio GA, Google GECX Native Integration, and Cloud Migration.
- 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 idea being tested is what drives an urgent CX transformation—the forcing forces that compel an organization to act now rather than later. In 2026, three clear forces shape the decision to transform: a native integration within the Google CX ecosystem, a production-ready agent design platform, and the cost of doing nothing. First, Google GECX Native Integration acts as a forcing function because it removes friction between systems and data. When integration is native, data flows smoothly across the CX stack, governance stays consistent, and orchestration across channels becomes straightforward. This accelerates time to value, reduces integration risk, and makes it much easier to deliver cohesive, context-rich customer experiences within the Google-centric environment. It's a compelling push to move forward because it directly improves ability to execute at scale with fewer technical hurdles. Second, Agent Studio GA represents a forcing function since having a generally available, stable, feature-complete platform enables teams to design, test, and deploy agents quickly. This readiness lowers barriers to experimentation and rapid iteration, supports personalized and scalable agent experiences, and aligns with the ambition to automate and improve service at scale. The GA status signals reliability and ongoing support, which makes it much more viable for an enterprise to commit to transformation rather than piloting a speculative tool. Third, Cost of Inaction captures the business risk side of the equation. When the costs of not transforming—customer dissatisfaction, higher support costs, missed revenue opportunities, and erosion of competitive position—are clear and mounting, leadership feels a concrete impetus to proceed. This driver ensures that CX transformation isn't just nice to have, but essential to preserve value and avoid tangible losses over time. Other options mix in specific tools or modernization efforts that are valuable, but they don't embody the three core forces—ecosystem-native integration, a ready-to-scale agent platform, and the pressing economic rationale of not changing. Together, these three elements create a robust, multi-faceted push to adopt and accelerate CX transformation.

9. Which statement best defines operational excellence in CX and AI transformation?

- A. Efficient, reliable processes, strong governance, and continuous improvement across value streams.**
- B. Fragmented processes with isolated governance.
- C. High-pressure metrics with rapid-fire experiments and no governance.
- D. Customer surveys as the sole success metric.

Operational excellence in CX and AI transformation means building efficient, reliable processes with governance that spans the entire value stream, plus a disciplined culture of continuous improvement. It's about aligning cross-functional teams—customer experience, product, data, and engineering—so that operations are consistent, scalable, and capable of delivering measurable business outcomes. Strong governance ensures responsible AI use, risk management, quality, and compliance, while continuous improvement keeps processes adapting as customer needs and technologies evolve. This approach is best because it encapsulates not just how work is done, but how it's governed and improved over time across all stages of the customer journey and AI lifecycle. It avoids silos, reduces variation, and creates a repeatable path to better CX and smarter AI decisions. The other patterns describe detrimental setups: fragmented processes with isolated governance undermine end-to-end flow and consistency; high-pressure metrics with rapid-fire experiments but no governance risk governance gaps and potential quality and ethical issues; relying on customer surveys alone as a success metric misses operational performance, AI effectiveness, and business impact.

10. How should data be organized to support AI applications in this strategy?

- A. As raw dumps without metadata or governance.
- B. In a single monolithic warehouse with no data lineage.
- C. As data products with clearly defined owners, schemas, lineage, access controls, and event-driven updates.**
- D. Only as public datasets for external use.

Organizing data as data products with clearly defined owners, schemas, lineage, access controls, and event-driven updates creates a reliable, governed, and discoverable environment that AI applications can depend on. When data is treated as a product, there's a clear contract between producers and consumers: a defined schema so models know what fields exist and their types, lineage that lets you trace data from source through transformations to its final form, access controls to protect sensitive information and meet compliance, and event-driven updates to keep features and datasets fresh for training and inference. This setup supports reproducibility, auditing, and governance—all essential for enterprise AI because you can trust where data came from, how it was transformed, and how recently it was updated. Raw dumps lack the necessary metadata and governance, making it hard for AI teams to understand data quality, provenance, or how to reuse it safely. A single monolithic warehouse without data lineage obscures provenance and change history, hindering traceability and impact analysis. Relying only on public datasets ignores valuable internal data and the governance controls needed for secure, compliant AI. Hence, data products provide the structured, governed, and rapidly consumable data foundation that AI strategies require.

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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