TELUS Customers First: Using Gamification to Provide an Interactive Learning Experience

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This paper describes a new online learning strategy for TELUS, a Canadian telecommunications company with team members in many countries. Online learning is a way for the organization to overcome the challenges of geography and cost. The company’s “Customers First” initiative is about creating a customer serving culture at all levels of the organization, regardless of role. In this way a person in finance or HR understands what it feels like to serve customers, so that they can support employees on the front lines. Gabe Zichermann, who wrote the book Game-Based Marketing, defines gamification as the “process of using game thinking and mechanics to engage audiences and solve problems.”[1]. At TELUS, this means offering learning opportunities which are complementary to the “Customers First” initiative. A best practices session will show how gaming places team members in the role of a retail agent, a manager, and a leader coaching their team.

Figures

Figure 1: Sample screen from “Quest” retail simulation where students are placed in the role of a customer facing agent.
Figure 2: Sample screen from “Engage” retail simulation where students manage a virtual store and staff.

Figure 3: Sample screen from “Ignite” leadership simulation where the focus is on leadership and coaching conversations.

Figure 4
Figure 4: Sample screen from “TELUS City” interactive menu where students can navigate to various online learning resources.

References