

Continuous Improvement at Scale: How Leaders Turn Every Conversation into Operational and Business Gains

Executive Dinner

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CONTINUOUS IMPROVEMENT AT SCALE: HOW LEADERS TURN EVERY CONVERSATION INTO OPERATIONAL AND BUSINESS GAINS

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6:00 PM-9:30 PM

Pacific Time

Premise. Most organizations rely on manual continuous improvement, where reviewer capacity limits how many conversations get read and how much insight can be drawn from them. The enterprises pulling ahead use AI to combine three capabilities into a continuous improvement engine: quality at scale across every interaction, insights into unmet needs, product problems and revenue opportunities, and issue resolution that turns those findings into coaching, process fixes, product changes and self-service. This conversation is about how leading organizations connect the three to drive continuous improvement. Why now. Only 32% of organizations currently use or pilot AI for automated QA and coaching, and 29% for predictive analytics and customer insights, yet 46% and 42% plan to prioritize them over the next 12 to 24 months (TELUS Enterprise CX AI: 2026 Global Survey). Business outcomes. Consistent quality, higher first-contact resolution, lower coaching cost, stronger compliance and fewer avoidable contacts. For TELUS' contact center, we analyze 22M interactions each year, driving $13.5M in savings from a 25.9% gain in coaching efficiency, a 95% improvement in compliance violation detection and up to 21% higher first-contact resolution.

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