

High-quality data and human intelligence to test, train and improve AI models

TELUS Digital is a trusted, independent partner for the data, technology and human expertise behind frontier AI. From core machine learning to emerging multimodal, multilingual and multi-agent systems, we solve evolving training data needs for agentic AI, physical AI and AGI. Our data powers autonomous driving, GenAI adoption, extended reality, insightful search and next-gen customer experiences.

TELUS Digital AI Data solutions



Data for AGI & GenAI

Unlock expert-driven post-training data with configurable workflows, including agentic trajectories, chain-of-thought reasoning, red teaming and human-alignment.



Data for Physical AI & Robotics

Accelerate robotics and world-model development from pilots to production with multisensor collection, physics-aware annotation and safety validation.



Data for Search & Ads

Continuous evaluations for AI-product surfaces, powered by hyperlocal expertise and purpose-built technology for business-critical results, beyond in-house scaling.



Data for Automotive AI

Fully managed field operations and high-context and edge case annotations for cutting-edge ADAS and AV training and validation.



Off-the-Shelf Datasets

Pre-curated datasets for quick, affordable testing and benchmarking across LLMs, audio and speech recognition, and automotive use cases.

Quality data powered by human expertise in combination with tech automation

1M+

Diverse and global
AI community

500+

Data annotation
languages and dialects

100K+

Experts across different
domains and specializations

Improve your AI model performance, accuracy and safety

- Deep AI and ML expertise
- Over 20 years of experience and thriving long-term partnerships in data solutions
- Classical ML projects to GenAI; low-volume, complex endeavors to hyperscale projects
- Nuanced and detailed approach across solutioning, quality and delivery

Global workforce

- More than 1 million AI community members spanning over 450 global locales
- Labelers, linguists and subject matter experts, including generalists and specialists
- Flexible workforce models, including managed crowd, remote, secure in-facility and hybrid

Programmatic quality assurance

- Software- and process-driven quality checks
- Expert human-in-the-loop reviews for high accuracy
- Detailed qualification and verification in contributor sourcing

Industry-leading technology

- Ground Truth Studio for data labeling
- Fine-Tune Studio and Experts Engine for custom fine-tuning dataset generation
- TELUS Digital AI data collection app

Data safety and protection

- Secure data handling at every touchpoint
- GDPR, SOC 2 and TISAX compliant platforms
- ISO 27001 certified labeling facilities

Upgrade your AI

Looking to improve your model performance, accuracy and safety?
Speak with an AI expert about customizing the exact project to meet
your complex needs. Get in touch today.

telusdigital.com/contact/sales

