



Detailed, global and diverse data collection

TELUS Digital offers a comprehensive suite of data collection, curation and enrichment services to provide precise data for your artificial intelligence (AI) and machine learning model demands. We take care of the operational and technological requirements, and the sourcing of human expertise.



End-to-end data collection for any complexity, scale and scope



Digital data collection

Sourced via our app from globally distributed contributors



Web harvesting

Data sourced or licensed from the web for bespoke requirements



Onsite moderated

Complex prescriptive projects under controlled conditions



Field operations

Data collected with tech and hardware support in specified environments



Synthetic data solutions

AI-generated datasets

Experience-driven operational excellence

- **Over 19 years of experience in various data solutions** — from machine learning to generative AI— enables us to bring a nuanced and detailed approach across solutioning, quality and delivery.
- **Ethical frameworks** to obtain informed consent, adhere to privacy compliance standards and provide fair contributor compensation to ensure responsible collection.
- **Project optimization** to define specifications for human and tech resources, integrate environmental considerations and assess task complexity to meet objectives effectively.
- **Technical expertise** to solve project requirements with the appropriate skills and device logistics required for the collection process.

Contributors to power your AI, from anywhere, in any mode

- **Our AI Community of over 1 million members** includes contributors from 450 locales around the globe, helping to fulfill a wide variety of large-scale distributed collection projects.
- **For onsite and complex projects**, we operate secure HITRUST and PCI in-facility collections across 32 countries. Our extended partner network can further this reach globally.
- **Our diverse global contributors**, comprising all age groups, genders and fields of expertise, include generalists and subject-matter specialists to improve your models and mitigate bias and hallucinations.
- **Our flexible workforce models** include managed crowd, remote, secure in-facility and hybrid.

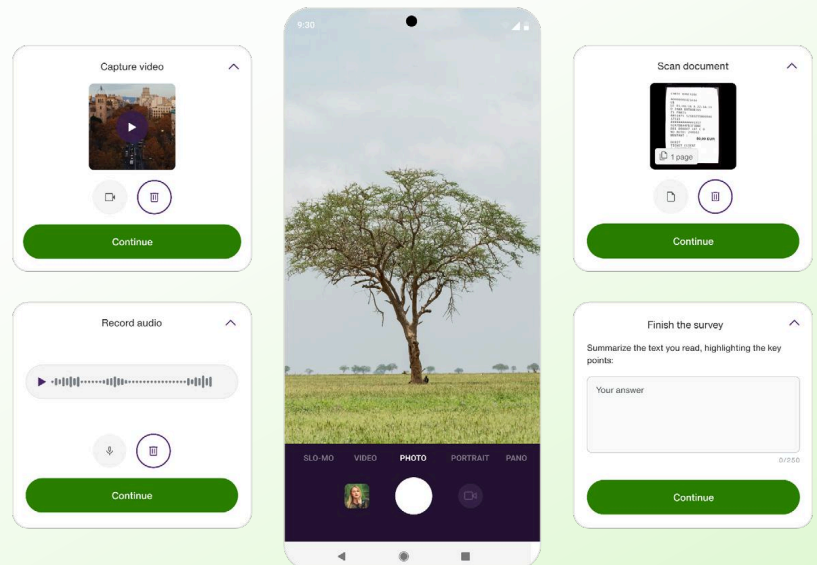
Adding value to data, beyond just collection

- **Quality assured at every step** to guarantee data accuracy and integrity. With detailed verification in contributor sourcing, automated data validation and human oversight.
- **Data enrichment** with in-house tools and pre- and post-processing workflows to help you convert raw data into trainable data. This includes curation, transcription, translation and annotation for all data types.
- **Custom solutions and technical engineering** for unique project requirements that necessitate bespoke approaches for collection.

TELUS Digital AI app

Our intuitive data collection app, available on the Google Play Store and Apple App Store, enables our AI Community to work on your data collection projects, with features that include:

- **Dynamic user interfaces** and workflows for multimodal data collection.
- **On-device data capture**, built-in feedback and quality checks.
- **Dashboard views** to monitor assigned jobs and track progress.
- **High security and GDPR compliance** to assure ethical data collection.



Advance your AI models with the power of high-quality data

Craft pioneering AI solutions with real-world impact. Contact our AI experts today to see how we can improve your model outcomes.

telusdigital.com/contact/sales