CultureConnect

Telco Metamorphosis through culture change using AI & Gamification as Levers

> CultureConnect will enhance Sri Lanka Telecom's ability to rapidly onboard talent, close skill gaps more efficiently, and provide clearer career progression pathways. This will improve operational efficiency, employee retention, and reduce reskilling costs.
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> For the wider Sri Lankan telecom industry, the project sets a transformative model, fostering digital skills and AI adoption. Societally, it contributes to economic growth, digital inclusion, and job creation, ensuring Sri Lanka's workforce is future-ready and aligned with the global digital economy. CultureConnect is a vital step in Sri Lanka's digital transformation journey.

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Engineer Digital Transformation Projects

SLT MOBITEL
The Connection

The solution:

This Catalyst is working on revolutionizing CSP talent management and building adaptable, digitally fluent teams. Through the use of organizational data, gamification, and AI, their solution ensures that employees possess the right skills and are culturally aligned with transformation goals, leading to faster market response, improved project execution, and higher retention. with a more engaged, productive, and innovative workforce.

Addressing the challenge:

CultureConnect drives transformation through a two-part strategy:
1. **AI-Powered Talent Hub** – Acts as a digital backbone, creating workforce and org structure twins to enable personalized career development, intelligent learning paths, and agile role matching. This fosters an inclusive, adaptive culture aligned with TM Forum's TechCo design, reducing onboarding time and closing skills gaps.
2. **Transformation Tiger Teams** – Agile, cross-functional teams tackle high-impact challenges using a "Minimum Viable Transformation" approach, enabling scalable, low-risk cultural change and continuous innovation.

The solution leverages **AI, gamification, neuroscience, and industry benchmarks** to boost engagement, integrate learning platforms, and ensure skills remain industry-relevant—driving sustainable, measurable transformation.

Business impact:

Enables Telco-to-TechCo shift with **30% revenue growth**, autonomy level 4, and **25–30pt NPS boost**, showing better CX and satisfaction.

Champions:

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Participants:

Covalense digital | ETIYA | HUAWEI | MAKMAN TECHNOLOGY CONSULTING | THE GAMIFICATION CO | TT ADVISORY

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