

# How a Fortune 50 Global Telecom Transformed Internal Mobility With AI-Powered Skills Intelligence

*By integrating Censia into Workday, the company gained agile workforce insight—and turned talent data into business momentum.*

## Challenges

A Fortune 50 telecom giant had invested in Workday Core HCM and Career Hub to power its talent programs—but faced a critical data gap: only 5% of employees had complete skills profiles. Without validated, high-quality skills data, the company couldn't fully activate key capabilities or unlock the broader value of its Workday investment.

## Why Censia

To get the critical skills data that could help unlock the full potential of Workday, the telecommunications company partnered with Censia to enrich Workday HCM with AI-driven skills intelligence. The result? Trusted, accurate, and personalized skills data that laid the foundation for actionable insights and smarter talent decisions.



**100%**  
Profile Completion  
in 2 months



**80%**  
Accuracy in  
Inferred Skills



**25%**  
Boost in  
Internal Mobility

***“We’re seeing real momentum in building the culture of internal mobility we’ve envisioned.”***

Chief Learning Officer,  
Fortune 50 global communications technology company

## Fortune 50 global communications technology company

- ~\$130 billion annual revenue
- ~100,000 employees worldwide
- One of the largest wireless and broadband providers in the U.S.

## Censia Product

**Censia Employee Intelligence** delivers precise, verified skills data directly into Workday Skills Cloud—tailored to each employee and role.

## Customer Summary

Within weeks after using Censia to enrich Workday HCM, the Fortune 50 global telecom company had clean, unified skills data across its entire workforce. Employees at every level gained the insight to see how their skills fuel both career growth and business impact.

Real-time visibility, smarter planning, and more equitable growth followed—enabling the organization to fully unlock the power and potential of the Workday Talent Optimization suite, including Career Hub.

## Workday Applications

- Workday Career Hub

## Creating a Culture of Internal Mobility

The telecom provider was looking for more than a tool that filled employee profiles with generic keywords. It needed a sophisticated skills intelligence solution—one that could deliver meaningful, enriched skill recommendations and fuel a sustainable, forward-moving cycle of talent development.

That's where **Censia Employee Intelligence** came in.

By integrating Censia's AI-powered skills intelligence solution in Workday Skills Cloud within Workday HCM, the global telecom gained the ability to validate current employee skills and infer additional capabilities based on experience, industry trends, and real-time labor market data.

### Faster, Smarter Skill Enrichment at Scale

Before Censia, only 5% of the company's 75,000 U.S. employees had complete skills profiles. After integrating Censia's AI-powered intelligence, that number jumped to 100%—in just two months. Even more impressive, over 80% of inferred skills were validated as accurate, proving the precision and reliability of Censia's insights.

### Unlocking Internal Mobility and Career Growth

With richer, more accurate profiles, the company saw a 25% increase in internal mobility—driven by better job matching and a surge in employee applications for open roles. As one employee put it: *"Career Hub finally feels useful—I can actually see a path forward."*

### Aligning Talent with Business Strategy

Enriching workforce data with AI was transformative. It gave the company the clarity to align talent with business goals—while every employee gained a personalized, transparent view of their own potential. It's a new standard for skills transformation: intelligent, inclusive, and built for long-term growth.

***"We've seen the power of skills data to transform our approach to learning, talent development, and workforce planning."***

Chief Learning Officer,  
Fortune 50 global communications technology company

***"Skills intelligence unlocked our ability to identify how skills drive business objectives and market advantage."***

Chief Learning Officer,  
Fortune 50 global communications technology company



**Censia is an advanced AI-powered talent intelligence solution that provides immediate, comprehensive, and accurate insights into workforce skills.**

To learn more, contact [sales@censia.com](mailto:sales@censia.com)

