

AI-powered compliance monitoring eliminates risk for DeVry University

DeVry University faced escalating compliance scrutiny and operational risk tied to a Department of Education settlement. High-volume recruitment conversations and nuanced regulatory rules made traditional monitoring approaches ineffective and resource-draining.

We deployed an AI-driven compliance agent that evaluates every SMS and messaging session with contextual precision. The solution unlocked full visibility, reduced risk exposure, and enabled compliance teams to focus on strategic coaching instead of manual review.



CHALLENGE

DeVry needed a scalable, accurate way to detect nuanced compliance violations across tens of thousands of daily recruitment messages.

Something keyword-based tools and manual spot checks could not deliver.

- Regulatory settlement requirements demanded airtight compliance across all prospective-student communications.
- Recruiters followed complex, highly nuanced rules—making violations difficult to detect through keyword-based tooling.
- Existing Verint phrase-matching generated excessive false positives while still missing contextual violations.
- Compliance teams could only spot-check conversations due to sheer message volume (up to 40,000+ per day).
- Manual review cycles slowed productivity and allowed risk to go undetected.

SOLUTION

TELUS Digital deployed an AI-driven compliance agent that reviews every interaction in real time, using contextual analysis and automated escalation workflows to precisely identify and surface true compliance risks.

- Implemented an AI compliance agent that automatically reviews every SMS and messaging transcript using a rule-rich prompt template.
- Leveraged LLM contextual interpretation to detect nuanced violations beyond static keywords or phrases.
- Deployed Apex batch processes to accelerate high-volume SMS evaluations and trigger-based flows for messaging sessions.
- Created custom “Escalation” records whenever a violation was flagged, including standardized reasons and detailed rationale.
- Automated enrichment of Escalation records with relevant contextual data (representative, prospect, message metadata).

The outcomes of this project included:

Achieved full, end-to-end coverage of all prospect communications to eliminate reliance on spot checks.

Dramatically reduced missed violations and minimized false positives.

Freed compliance teams from manual transcript review, enabling targeted coaching and high-value oversight.

Delivered actionable escalation insights with clear violation reasoning and related record context.

Enabled advanced filtering, sorting, and reporting to enhance compliance governance and operational transparency.