



Leadership Inspires: True Leaders Excel in Unexpected Areas

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Latest Issue of TeleTech's Customer Strategist Journal Explores the Traits of Customer-Centric Leaders that Drive Change Across Industries, Geographies and Operational Units

DENVER, Jan. 14, 2015 /PRNewswire/ -- [TeleTech](#) Holdings, Inc. (NASDAQ: TTEC) – Many business leaders often have an inflated notion of the customer experience their companies deliver. Numerous research studies have found that the majority of business leaders believe their organizations provide superior customer experiences, while just a fraction of their customers hold the same view. Fifty-three percent of the 7,500-plus customers who responded to [Forrester Research's](#) 2014 Customer Experience Index, evaluating 175 companies across 14 industries, rated their experiences between "okay" and "very poor."

According to the Peppers & Rogers Group/Janet LeBlanc + Associates 2014 survey, many of its 327 respondents said their companies have a brand promise for customer centricity, but fail to execute on critical aspects of these promises. Less than half of those surveyed consider customer experience a recurring leadership agenda item, and nearly 65 percent don't consider their companies' leaders to be customer centric.

Each quarter, TeleTech publishes its latest thinking in its executive journal, [Customer Strategist](#), where consultants and analysts bring their thought leadership to a wider audience. The firm's global work with leading companies in telecommunications, financial services, healthcare, retail and government sectors is the basis for the articles in this issue. These pieces reflect on how clients are differentiating their companies through customer experience innovation.

"In our latest issue of *Customer Strategist*, we explore the changing role of leadership and how proven leaders are finding that the old way of doing things just doesn't work anymore," said Keith Gallacher, executive vice president of Global Markets and Industries, TeleTech. "The issue is filled with practical strategies and time-tested approaches to drive change across industries, geographies, and operational units. We also examine how leaders with a customer-centric vision can provide direction and purpose for an organization and its employees."

[A Check-Up on Customer Centricity: 2012 vs. 2014](#) How customer centricity and customer experience stack up over the past two years.

[Four Traits of Customer-Centric Leaders](#) Ways to run a business from a customer perspective using a vision to results framework.

[Vodafone Realigns Employee Mindset to Revolutionize Retail Service](#) The mobile operator looks inward to enhance customer experience and overhaul in-store support.

[Tapping into the Technology of Us](#) Collection of essays exploring how we get to the heart of humanity in a technology-driven world.

Other articles include a look at motivating behavioral change with [five ways to build effective B2B sales teams](#), insight into how an employee learning program versus traditional training can lead to [a better healthcare workforce](#), and a [customer analytics 101](#) roadmap for senior business leaders to develop a culture that brings customer insights into action.

Available in print, online or mobile device, *Customer Strategist* is published quarterly and provides executives with insights that lead to innovative strategies for building more profitable customer relationships. It facilitates learning and action by presenting the most progressive thought leadership and providing access to the proprietary methodologies of Peppers & Rogers Group and TeleTech. [Click here](#) to subscribe.

ABOUT PEPPERS & ROGERS GROUP

Peppers & Rogers Group is the customer strategy division of TeleTech. This global team of strategy consultants is dedicated to helping clients improve business performance by acquiring, retaining, and growing profitable customers.

ABOUT TELETECH

TeleTech, founded in 1982, is a leading global provider of analytics-driven, technology-enabled customer experience solutions. The Company offers an integrated platform that combines consulting, technology, care and growth services to simplify and personalize interactions that build deep engagement between people and brands. This holistic, multichannel approach improves customer satisfaction, increases customer loyalty and drives long-term profitability and growth. From strategic consulting to operational execution, TeleTech's 42,000 employees speaking over 50 languages in over 80 countries deliver results for Global 1000 clients in the automotive, communications and media, financial services, government, healthcare, technology, transportation and retail industries. Through the TeleTech Community Foundation, the Company leverages its innovative leadership to ensure that students in underserved communities around the globe have access to the tools and support they need to maximize their educational outcomes. For additional information, please visit [teletech.com](#).

Investor Contact Media Contact

Paul Miller	Elizabeth Grice
303.397.8641	303.397.8507

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