



Transforming the CX in 2016: Six Technology Innovations to Drive Customer Experience Excellence

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Discover Tips for Deepening Customer Engagement and Winning the Hearts of Customers This Year

DENVER, Jan. 14, 2016 /PRNewswire/ --The latest advancements are quickly changing the ways that customers and brands interact. They are giving customers more control and it is harder than ever for companies across industries to remain competitive.

As these changes continue to make it more difficult for companies to differentiate themselves through products and services, it isn't surprising that research has shown that nearly 89 percent of business executives believe that customer experience will be their primary basis for competition this year.¹ But with so many new tools and technologies out there – from smarter algorithms and virtual reality videos to advancements in voice recognition and ad blockers – it can be hard to determine which ones are truly worth the time and investment.

This month, [TeleTech](#)'s eNewsletter, *Dialogue*, takes a close look at the latest and greatest customer experience trends and zeros in on the ones that are driving customer engagement forward.

The January issue includes:

- A close look at [six technologies](#) that will transform the customer experience in 2016.
- An overview of 10 deadly [customer service sins to avoid](#) this year.
- Tips on how to [create a customer-centric](#) company culture.
- A review of [three trends that can help](#) companies exceed customer expectations.
- A story about how a leading [telecom company more than doubled](#) its conversion rates.
- A sneak peek at some of the [innovations that are expected to disrupt](#) customer expectations.

The *Dialogue* eNewsletter is published 12 times a year and has been designed to inspire customer experience excellence. Each issue contains the best customer-centric thought leadership and in-depth research articles. [Click here](#) to subscribe.

¹ Gartner

ABOUT TELETECH

TeleTech (NASDAQ: TTEC) is a leading global provider of customer experience, engagement and growth solutions. Founded in 1982, the Company helps its clients acquire, retain and grow profitable customer relationships. Using customer-centric strategy, technology, processes and operations, TeleTech partners with business leadership across marketing, sales and customer care to design and deliver a simple, more human customer experience across every interaction channel. Servicing over 80 countries, TeleTech's 41,000 employees live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TeleTech is bringing humanity to the customer experience, visit [TeleTech.com](#).

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