



## Culture Colors Everything: The Secret Sauce to Delivering Exceptional Customer Experiences

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### Latest Issue of TeleTech's Customer Strategist Journal Explores Strategies and Best Practices to Create Magnetic Cultures That Attract Customers and Employees

DENVER, April 28, 2016 /PRNewswire/ -- [TeleTech Holdings, Inc.](#) (NASDAQ: TTEC) – Building the type of culture that attracts both customers and employees to a company is easier said than done. Employee engagement levels have lagged in recent years impacting corporate culture and the customer experience. According to a December 2015 study by 1to1 Media, 55 percent of respondents described themselves as either "somewhat" or "not at all" motivated at work.

Each quarter, TeleTech publishes its latest thinking in its executive journal, [Customer Strategist](#). It features new ideas, best practices, and real-world examples of customer experience excellence in action.

"A great company culture breeds happy people and engaged employees. Engaged employees equal an organization's customer advocates. Customer advocates lead to loyalty and growth, but getting there isn't always that simple," said Keith Gallacher, EVP of Global Markets and Industries, TeleTech. "It's possible for any organization to influence a more customer-centric culture. This issue of the *Customer Strategist* highlights the operational and strategic factors to make it happen."

[Shaping a Customer-Centric Culture](#): The secret sauce to delivering great customer experiences is having employees who are passionate about their jobs and helping customers be successful.

[The Hidden Obstacle to Great Corporate Culture – Unconscious Bias](#): Build awareness in the deep recesses of your brain to boost business decision-making.

[Banana Republic Prepares for the Future Culture of Retail](#): The retailer arms its global leaders with the skills they need to overcome industry challenges and achieve peak performance.

[Tap Into a Surprising ROI Driver – Culture Change](#): Leaders don't need to change their business model to grow. They can change their culture.

Other articles include how specialty hospital Cleveland Clinic developed a [prescription for innovative culture](#), tips from author Chester Elton on how leaders can tap into employees to [harness a customer-centric culture](#), ways that [contact center representatives](#) can support company culture, and how executives from T-Mobile, Republic Wireless and Avnet believe [customer centricity](#) serves as a foundation for an engaging company culture.

[Available online](#), in print or via 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.

#### ABOUT TELETECH

TeleTech 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 44,000 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](#).

#### Investor Contact Media Contact

Paul Miller            Elizabeth Grice  
303.397.8641        303.397.8507

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