



New for TeleTech: The Secret to Success Using Chat to Serve Customers

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Discover Strategies for Engaging Customers in Their Channel of Choice

DENVER, Sept. 8, 2016 /PRNewswire/ -- Live chat adoption is accelerating among businesses, as they race to keep up with customers' service expectations. Research shows that 44.3 percent of companies are currently supporting the capability today, with an additional 36.8 percent planning to add it within the next year.¹

While it's true that implementing live chat is important to keep up with customers' service demands, it also comes with a myriad of business opportunities. Live chat's low average handle time enables businesses to save time and cut back on costs. In addition, its high customer satisfaction rating means businesses can reap the benefits associated with long-term customer loyalty for years to come.

This month, [TeleTech's eNewsletter, Dialogue](#), takes a close look at the benefits of live chat, and uncovers best practices for launching, managing, and growing a successful chat program.

The September issue includes:

- An eBook that illustrates how to [build exceptional customer engagement](#) through chat.
- A quiz to [help business leaders uncover](#) operational pain points and opportunities.
- An overview of [three best practices](#) for delivering the chat experience customers want.
- An infographic that [shows the customer data challenges](#) companies are facing.

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 *Benchmarkportal.com*, 2015

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 41,500 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 ContactMedia Contact

Paul Miller	Elizabeth Grice
303.397.8641	303.397.8507

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