



## TeleTech's June eNewsletter Features New Ways to Put Your Customer Analytics into Action

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**Explore how brands are applying customer analytics and actionable insights to beat the competition**

DENVER, June 8, 2017 /PRNewswire/ -- [TeleTech Holdings, Inc.](#) (NASDAQ: TTEC), a leading global provider of customer experience, engagement, and growth solutions delivered through a proprietary, end-to-end Customer Engagement as a Service offering, today published the June issue of the eNewsletter, *Dialogue*.

<http://www.teletech.com/enewsletter>

Data provides valuable insight into customers' interests and behaviors. It also plays a key role in helping sales executives focus customer outreach and understand the factors that encourage customers to buy.

According to research firm Forrester, "Firms that excel at using data and analytics to optimize their digital businesses will together generate \$1.2 trillion per annum in revenue by 2020. And digital intelligence — the practice of continuously optimizing customer experiences with data, analytics, and insights — fuels every insights-driven business.\*\*"

This month's issue of *Dialogue* focuses on how the latest advanced analytics tools and a customer-focused mindset can help brands uncover more actionable insights than ever before. It provides an overview of the latest technologies, includes examples of these advancements in action, and offers strategic and operational recommendations for companies that are just getting started.

The issue includes:

- A white paper that explains [how sales teams can leverage data](#) to encourage actionable insights
- A story about how a Fortune 500 logistics company is using analytics to drive sales
- An infographic that highlights the future of data-driven business

"Customers today expect seamless and relevant interactions with the brands with whom they do business - across whichever channels of interaction they have chosen to engage," said Kyle Priest, Chief Strategy and Marketing Officer, TeleTech. "Advanced analytics strategies and solutions are enabling brands to move beyond simple interactions into serving customers in a myriad of channels. We are now on the precipice of actually having the customers' historical, cross channel and real-time interaction context in mind to deliver the insightful, frictionless experiences we all want."

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.

### ABOUT TELETECH

TeleTech (NASDAQ: TTEC) is a leading global provider of customer experience, engagement and growth solutions delivered through a proprietary end-to-end customer engagement as a service offering. 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. TeleTech's 48,000 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](#).

\*Forrester Report: *Your Digital Intelligence Strategy Must Match The Speed Of Your Customers*, Cinnie Little and James McCormick, November 30, 2016, <https://www.forrester.com/report/Your+Digital+Intelligence+Strategy+Must+Match+The+Speed+Of+Your+Customers/-/E-RES110741>

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