



Winter Edition of Customer Strategist Journal Features Digital Transformations in CX

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Executive journal from TTEC explores trends in customer experience design and delivery

DENVER, Feb. 15, 2018 /PRNewswire/ -- TTEC Holdings, Inc. (NASDAQ: TTEC) a global customer experience company that designs, builds and operates captivating omnichannel customer experiences on behalf of the world's most prestigious and innovative brands, has released the latest issue of its executive journal featuring perspectives on simplified experiences and satisfied customers from CX innovators.



Delve deeper into customer journeys and motivations at <http://www.ttec.com/customer-strategist>

With 2018 well underway, consumers have better things to do than deal with poor brand experiences. They want simplified interactions, personalized attention, and favor brands that understand and anticipate their needs. That's why voice assistants and mobile devices topped holiday gift lists and are now in use by consumers young and old. Consumer desire for simplicity isn't new. What is new in 2018 is how brands will deliver simple and relevant customer experiences via personalization, automation, and artificial intelligence.

"Every company can have great ideas for leveraging new capabilities. It's those companies who push for transformation by thinking through the cultural impact and the additive capabilities required to innovate at scale, that will win," said Kyle Priest, Chief Strategy and Marketing Officer. "Companies will have to work harder than ever this year—understanding data, mapping customer journeys, and harnessing the power of technology—to stand out from the competition. By humanizing digital interactions and digitally enabling humans, innovative companies are improving every customer experience and building deeper relationships between customer and brand."

The articles in this issue illustrate how companies are driving success through digital transformation:

- [Build a Better Bot with a Digital Worker Factory](#)
- [The Evolution of Customer Journey Mapping](#)
- [Get the Most for Your Money: Labor Trends Shift Contact Center Spending](#)

Each quarter, TTEC 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.

About TTEC (pronounced T-tec):

TTEC (NASDAQ: TTEC) is a global customer experience company that designs, builds and operates captivating omnichannel customer experiences on behalf of the world's most innovative brands. The Company provides its outcome-based customer engagement solutions through TTEC Digital which designs and builds customer experience consulting and technology solutions and TTEC Engage which operates customer care, growth and trust and safety services. Founded in 1982, TTEC partners with business leadership across marketing, sales and customer care to design and deliver a simple, more human customer experience across every interaction channel. The Company's 49,500 employees operate on six continents across the globe and live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit ttec.com.

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