



TTEC Unveils New Customer Experience Trends with Release of its 2021 CX Trends Report

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DENVER, Dec. 17, 2020 /PRNewswire/ -- TTEC released its annual report of 2021 trends in the Customer Experience as a Service (CXaaS) space that takes a deep dive into seven trends altering the new customer and employee landscape. COVID-19 has impacted and changed the customer experience (CX) by altering how people work and interact with each other. TTEC's 2021 CX trends include:

- Trend One: Digital customer service takes the lead
- Trend Two: Customer trust is paramount
- Trend Three: Remote work ushers in new opportunities to better serve customers
- Trend Four: Enterprises embrace automation with a human touch
- Trend Five: Cybersecurity becomes a top priority
- Trend Six: Redefine workplace flexibility
- Trend Seven: Diversity and inclusivity become essential

In this two-part CX trends series, TTEC focuses on how COVID-19 impacted CX and the resulting anticipations for 2021, along with the impacts on employees and the projections for how businesses will reshape the employee experience.

"While COVID-19 forced many organizations into digital experiences such as work-from-home, online grocery shopping, online banking, and more, the digital customer is forcing the customer experience to evolve in 2021. The 'click to curb' experience is here to stay," said Nick Cerise, chief marketing officer at TTEC. "Now, many businesses are faced with the challenge of productivity, and that's where human-centered AI will be an imperative as businesses continue to reshape their workplaces with cloud and collaboration platforms in 2021. These platforms help deliver the flexibility that powers business continuity and fuels excellent customer experience."

In this report, TTEC also identifies five ways that businesses can prepare for the customer experience in 2021, including being consistent, nimble, realistic, effortless, and prepared. With the new digital roadmap, companies also are discovering and defining ways to integrate automation and AI into their workplace. With this digital innovation, companies must also keep cybersecurity top of mind to ensure safety and protection.

"As 2021 approaches, and we're still facing COVID-19, businesses must reimagine their practices to adapt to new customer and employee experience expectations," said Cerise. "The trends we've outlined exemplify how CX is reimaged and can help your brand achieve the performance and swiftness required to thrive in 2021 and in years to come."

To acquire the 2021 Edition of CX Trends click [here](#).

About TTEC:

TTEC Holdings, Inc. (NASDAQ: TTEC) is a leading global Customer Experience as a Service (CXaaS) partner for many of the world's most iconic and disruptive brands. The company delivers outcome-based customer engagement solutions through TTEC Digital, its digital consultancy that designs and builds human centric, tech-enabled, insight-driven customer experience solutions for clients and TTEC Engage, its delivery center of excellence, that operates customer acquisition, care, fraud prevention and detection, and content moderation services. Founded in 1982, the Company's nearly 56,200 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 <https://www.ttec.com/>.

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