



TeleTech's August e-Newsletter: Preparing for the Fallidays!

August 28, 2013

This fall, CExpress, TeleTech's e-newsletter, examines what steps organizations can take to deliver an exceptional customer experience for the upcoming holiday season.

DENVER--(BUSINESS WIRE)--Aug. 28, 2013-- [TeleTech Holdings, Inc.](#) (NASDAQ: TTEC): Customers have high service expectations when it comes to holiday shopping. This fall, TeleTech's e-newsletter, CExpress, examines what steps organizations should take to prepare for the upcoming holiday season.

The holiday season seems to start earlier every year and while department stores may not be playing holiday music yet, companies should be ramping up for a holiday season that gives their customers the gift of exceptional customer service.

Exceptional customer service starts behind the scenes, with the process, technologies, and training needed to ensure that every interaction a customer has with your brand is positive. That is why this month TeleTech is devoting CExpress' content to helping organizations prepare for the upcoming holiday season. It's essential to invest in stellar customer service that will retain repeat customers and wow new customers into becoming regulars. Approximately 80% of online consumers recommend a brand to friends and other contacts after a great customer experience according to [Help Scout](#). The holiday season is the time of year when retailers have the most exposure to the public, which means lots of new potential customers; so a good first impression goes a long way.

CExpress and TeleTech want to help your company make a great impression the first time, and every time thereafter. In this month's installment of CExpress, we provide a cornucopia of guidance:

1. [The Gift of Exceptional Customer Service](#)
2. [Fortune 100 Retailer Tackles Seasonal Consumer Demand](#)
3. [The Mobile Movement: It's About Convenience, Efficiency, and Accessibility](#)
4. [Seven Multichannel Best Practices that Guarantee Success](#)
5. [Myth Busters: Align Your Holiday Strategy with Shopper Preferences](#)

The CExpress newsletter is published 12 times a year and is designed to inspire customer experience excellence. Each issue contains leading customer-centric thought-leadership and in-depth research articles. [Sign up](#) now to have CExpress newsletter delivered to your inbox.

ABOUT TELETECH

TeleTech, founded in 1982, is a leading global provider of data-driven, technology-enabled services that puts customer engagement at the core of business success. The Company offers an integrated platform that combines analytics, strategy, process, systems integration, technology and operations to simplify the delivery of the customer experience for Global 1000 clients and their customers. This holistic multichannel approach improves customer satisfaction, increases customer loyalty and drives long-term profitability and growth. From strategic consulting to operational execution, TeleTech's more than 39,000 employees deliver results for clients in the automotive, communications and media, financial services, government, healthcare, technology, transportation and retail industries. Through the TeleTech Community Foundation, the Company leverages its innovative leadership to ensure that students in underserved communities around the globe have access to the tools and support they need to maximize their educational outcomes. For additional information, please visit www.TeleTech.com.

Source: TeleTech Holdings, Inc.

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