



## Peppers & Rogers Group and TeleTech Present a Customer Strategist Webinar: "Becoming a Psychic Brand"

December 9, 2013

### Moving from Concept to Reality to Grow Value

DENVER, Dec. 9, 2013 /PRNewswire/ -- New research from customer experience strategy leader [Peppers & Rogers Group](#) and customer experience expert TeleTech shines a light on the gap that exists between brands and their consumers' perception of psychic ability. On December 11, 2013, the companies will detail the research in the webinar, "Becoming a Psychic Brand."

(Logo: <http://photos.prnewswire.com/prnh/20131017/LA99244ILOGO>)

A psychic brand is one that goes beyond understanding customer insight and customizing interactions. It senses and acts on all of the physical and digital signals customers send out – before customers even realize what they need. While many companies talk about being psychic, few consumers agree that brands have actually achieved this vision.

Join *Customer Strategist* Editor-in-Chief Elizabeth Glagowski and Peppers & Rogers Group President and GM Ron Wince for the live webinar "[Becoming a Psychic Brand: Moving from Concept to Reality to Grow Value](#)" on Wednesday, December 11 at 1 p.m. EST. They will present the findings of the TeleTech Psychic Brands study, and discuss what concrete steps companies can take to unlock their psychic potential. This webinar will feature why it's important to be a psychic brand, details of the TeleTech Psychic Brands study, as well as the strategies, capabilities, and resources that bridge the gap between wanting to be a psychic brand and actually being one.

Each quarter Peppers & Rogers Group, now the customer strategy division of TeleTech, publishes its latest thinking in the executive journal, *Customer Strategist* (<http://www.peppersandrogersgroup.com>), where consultants and analysts bring their thought leadership to a wider audience. The firm's global work with leading companies in telecommunications, financial services, healthcare, retail and government sectors, is the basis for the articles in this issue. These articles look at how innovating the customer experience can differentiate companies from their competitors.

Register at: <https://event.on24.com/eventRegistration/EventLobbyServlet?target=registration.jsp&eventid=724773&sessionid=1&key=51AEF4872CB867ABDD631D9335932B0B&partnerref=TEC8&sourcepage=register>

### About Peppers & Rogers Group

Peppers & Rogers Group, the customer strategy division of TeleTech Holding Inc., is a leading management consulting firm, dedicated to helping its clients improve business performance by acquiring, retaining, and growing profitable customers. We help clients achieve these goals by building the right relationships with the right customers in the right channels to maximize customer relationship and financial performance.

### ABOUT TELETECH

TeleTech Holding Inc. (NASDAQ: TTEC), 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](http://www.TeleTech.com).

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