



## Leverage Data Analytics To Optimize Customer Experience

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### TeleTech's E-newsletter Uncovers How to Use Big Data to Deliver Positive Customer Engagements

DENVER, Feb. 26, 2014 /PRNewswire/ -- There has been a lot of buzz around the topic of Big Data. Why? According to Forrester, up to 70 percent of a customers' buying decision is being made through online research before any contact with a salesperson occurs. So, it's more critical than ever for companies to mine information for new insights to improve business but the reality is that a lot of data is completely untapped. Many companies are still struggling to make sense of all the data streaming in, and as a result, are unable to reap the benefits that Big Data conceals.

The key to unlocking the secrets hidden within data is implementing a successful data analytics strategy. This month, TeleTech's e-newsletter, CExpress, uncovers how companies can use analytics to effectively leverage customer data to optimize the customer experience.

TeleTech's February CExpress includes:

- A look at [four analytics projects](#) that hold the strongest promise for ROI in 2014
- A *Customer Strategist* eBook that explores [how to uncover the superior customer experiences](#) hidden within data
- Tips for [turning data into customer intelligence](#)
- A look at how [dynamic analytics can deliver better insight faster](#)
- A story about how a [health insurer increased employee engagement](#) by leveraging data analytics
- An infographic depicting how [businesses are searching for the best solutions to organize data](#) properly

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

#### ABOUT TELETECH

TeleTech Holdings, 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 41,000 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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