



## Technology's Future: Consumers Reward Companies That Provide Experiences That Are Simple and Personal

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### Latest Issue of TeleTech's Customer Strategist Journal Explores What Happens at the Intersection of Business and Technology and Its Impact on the Customer Experience

DENVER, July 31, 2014 /PRNewswire/ -- [TeleTech](#) Holdings, Inc. (NASDAQ: TTEC) – Today businesses and consumers are operating at the "speed of blur." New technologies, access to information and the ability to use data to understand what is happening around us in real time is creating a new kind of connectedness. In order to deliver on customer expectations, brands must leverage technology to provide experiences that are both simple and personal.

Each quarter TeleTech publishes its latest thinking in its executive journal, [Customer Strategist](#), 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 pieces reflect on how clients are differentiating their companies through customer experience innovation.

"In our latest issue of *Customer Strategist*, we explore what is happening at the intersection of business and technology—in multichannel banking, the automotive customer experience, the media industry, healthcare and retail. And through TeleTech's new research study, we learn how customers are reacting to all the change," said Mark Grindeland, chief marketing officer at TeleTech.

[Understanding the Intersection of Humanity and Technology](#) Research shows what customer attitudes, expectations, and aggravations are found at the intersection of humans and technology. While 78 percent of respondents to a [TeleTech survey of over 300 U.S. consumers](#) say they're either "very comfortable" or "somewhat comfortable" with the pace of technology, 18 percent of respondents believe that technology advances are providing them with less control.

[The Evolution of E-Commerce](#) Bernard Luthi, of online shopping giant Rakuten, talks about how digital consumer insights help personalize the customer experience and strengthen business outcomes.

[Innovation Drives Customer Experiences](#) Advances in technology are helping manufacturers and dealers dramatically impact automotive customers' experiences.

[Pardon the Disruption](#) Fairfax Media CEO Greg Hywood discusses the new role of customers in the business of news.

Other articles include a look at how cutting-edge technology can have an [impact on the healthcare experience](#) for patients, how the [future of work](#) will create three emerging types of workers, and why [banks are left with no alternatives](#) and the industry is in the midst of a role reversal.

Available in print, online or mobile device, *Customer Strategist* is published quarterly and provides executives with insights that lead to innovative strategies for building more profitable customer relationships. It facilitates learning and action by presenting the most progressive thought leadership and providing access to the proprietary methodologies of Peppers & Rogers Group and TeleTech. [Click here](#) to subscribe.

#### ABOUT PEPPERS & ROGERS GROUP

Peppers & Rogers Group is the customer strategy division of TeleTech. This global team of strategy consultants is dedicated to helping clients improve business performance by acquiring, retaining, and growing profitable customers.

#### ABOUT TELETECH

TeleTech, founded in 1982, is a leading global provider of analytics-driven, technology-enabled customer experience business solutions. The Company offers an integrated platform that combines consulting, technology, care and growth services to simplify and personalize interactions that build deep engagement between people and brands. 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 over 40,000 employees speaking over 50 languages deliver results for Global 1000 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 [teletech.com](#).

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Investor Contact: Paul Miller, 303.397.8641; Media Contact: Elizabeth Grice, 303.397.8507