



## The Top Tools Every Marketer Needs Right Now

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### TeleTech's eNewsletter Explores How the Latest Advancements in Marketing Help Marketers Meet the Future Expectations of Customers

DENVER, April 9, 2015 /PRNewswire/ -- It is becoming increasingly difficult for companies to compete on product capabilities and price points. As a result, many are turning to the customer experience in an effort to gain a sustainable competitive advantage.

To help make the transition seamless, marketers are assessing the newest technologies and tools as they work to craft successful customer-centric strategies. From smart analytics and targeted automation to social tools and engaging video, the latest advancements are presenting marketers with new ways to engage customers and provide excellent customer experiences.

With so many tools and technologies to choose from, how can marketers be sure that they are investing in the ones that are truly a great fit for their company?

This month, [TeleTech's Dialogue](#) eNewsletter provides a breakdown of the latest marketing innovations, and offers advice on how these advancements can help marketers reach their customer experience goals.

The April issue includes:

- A review of [seven key technology areas](#) that can help marketers drive deeper customer relationships.
- An essay from the e-book, *The Technology of Us*, which [uncovers the role quantum computing](#) could play in helping marketers understand what motivates customers to engage.
- An exploration of how [forward-looking marketers are capitalizing on data](#) to create better engagements with customers.
- A story about how TeleTech [helped a leading health insurer develop](#) a digital marketing program that drove a 150 percent increase in lead volume.
- A look at how [analyzing and acting on customer data](#) can help marketers create the personalized experiences their customers crave.
- An infographic that explores the [areas where marketers are expected](#) to make increasing investments in the years to come.

The *Dialogue* e-newsletter is published 12 times a year and has been designed to inspire customer experience excellence. Each issue contains the best customer-centric thought leadership and in-depth research articles. [Click here](#) to subscribe.

#### ABOUT TELETECH

TeleTech (NASDAQ: TTEC) is a leading global provider of customer experience, engagement and growth solutions. Founded in 1982, the Company helps its clients acquire, retain and grow profitable customer relationships. Using customer-centric strategy, technology, processes and operations, TeleTech partners with business leadership across marketing, sales and customer care to design and deliver a simple, more human customer experience across every interaction channel. Servicing over 80 countries, TeleTech's 46,000 employees live by a set of customer focused values that guide relationships with clients, their customers, and each other. To learn more about how TeleTech is bringing humanity to the customer experience visit [TeleTech.com](#).

<b>Investor Contact</b>	<b>Media Contact</b>
Paul Miller	Elizabeth Grice
303.397.8641	303.397.8507

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