



## Secrets of a Successful Service Organization

June 11, 2015

### TeleTech's eNewsletter Explores How Key Service Improvements Can Keep Customers Happy and Spending

DENVER, June 11, 2015 /PRNewswire/ -- Customers have little patience for bad customer service. A recent survey revealed that 89 percent of customers who recently switched from a business to a competitor did so as a result of poor service.<sup>1</sup>

In order to keep customers happy and spending, companies need to evaluate the performance of their service organizations, and then implement any necessary improvements. Successfully identifying which enhancements will yield the strongest ROI can be tricky – especially when companies are faced with rising customer expectations and an abundance of new technologies.

This month, [TeleTech](#)'s *Dialogue* eNewsletter takes a close look at the service improvements that can have the biggest impact on a company's bottom line.

The June issue includes:

- A look at [five ways business leaders](#) can turn a tedious experience into an opportunity for enhancing customer relationships.
- An examination of how a [holistic approach to customer service](#) can provide a seamless customer experience, at a lower cost.
- A story about how a leading wellness company was [able to trim internal obstacles](#) to meet changing customer needs.
- An exploration of [six ways analytics can be used](#) to create a superior customer experience across channels.
- A review of which [technology decisions influence](#) the customer experience.
- An infographic that illustrates [why it is worth investing in customer service](#) as a key differentiator.

The *Dialogue* eNewsletter 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.

<sup>1</sup> [Phoenix Business Journal. 2015](#)

#### 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 44,000 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](#).

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