



Get to Know Your Next-Gen CRM System

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Learn How to Leverage Your CRM Technologies to Improve Customer Engagement

DENVER, Aug. 13, 2015 /PRNewswire/ -- When customer relationship management (CRM) technologies were first introduced nearly 30 years ago, they were accompanied by complaints of clunky and expensive software. Since then these technologies have experienced a resurgence in popularity and the CRM software market is expected to reach \$36.5 billion by the end of 2017.¹

Today, CRM technologies are widely recognized as a means to help companies deliver a consistent brand experience across every customer interaction channel. But before companies will be able to fully realize the latest benefits associated with CRM, they need to take the time to educate themselves on the best ways to implement and leverage all the features that CRM has to offer.

This month, [TeleTech's Dialogue](#) eNewsletter takes a close look at what's changed in CRM, and explores how the latest advancements can help companies improve customer engagement and drive higher conversion rates across the entire customer lifecycle.

The August issue includes:

- A breakdown of the [common CRM misconceptions](#).
- An overview of how CRM can help [connect customer data](#) and deliver a consistent brand experience.
- A story about how a luxury vacation club was able to [improve sales opportunities](#) with an innovative CRM solution.
- An exploration of how the [latest customer experience advancements](#) can help deepen customer engagement.
- A look at how a U.S. government agency implemented a [new, fully integrated CRM solution](#) in just 90 days.
- An infographic that illustrates [how CRM has evolved](#) into a tool that can integrate features such as customer service and social CRM.

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.

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 40,000 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](#).

¹ [Gartner](#)

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