



TeleTech Launches Customer Journey Outcomes Solution

August 20, 2015

New Integrated Technology Platform Connects a Customer's Digital Journey to the Contact Center; Provides Simple and Consistent Customer Experience Across All Channels

DENVER, Aug. 20, 2015 /PRNewswire/ -- eLoyalty, part of [TeleTech](#) Technology, today introduced the TeleTech Customer Journey Outcomes Solution designed to help companies transform the digital customer journey. The Customer Journey Outcomes Solution connects all technology on a single platform to enable a customer's journey and preserve the context of an interaction across all channels.

Industry experts agree that technology is changing the way customers interact with brands across the customer lifecycle. According to Frost & Sullivan, 90 percent of customers are checking online before calling or emailing a company for assistance and close to 60 percent of customers need to change channels for support (e.g., self-service to chat, chat to voice).¹

"Customers today expect to have a simple, consistent experience with companies regardless of the channel they use to connect. Unfortunately, many companies have legacy systems that don't fit together well and cause a customer's journey to be broken along the way," said Steve Pollema, senior vice president, TeleTech Technology. "TeleTech's Customer Journey Outcomes Solution aligns the desired customer experience to a company's operations and provides more personalized interactions through a customer's contact channel of choice."

The new Customer Journey Outcomes Solution simplifies the customer journey by integrating a company's processes and technologies into one platform. The offering components include:

- Customer Journey Mapping – across customer lifecycles, personas, and technology channels.
- Seamless technology integration of all customer touchpoints from across the company including retail storefronts.
- Next generation service that allows customers to smoothly escalate issues between channels.
- Interaction management and intelligent passing of the context of a customer's interaction on a single desktop for more empowered contact center associates.
- Complete history of a customer's journey across all channels – real-time and historic.
- Consistent inbound/outbound conversations throughout the customer journey with integrated mobile, voice, email, web chat, text, social and video customer experiences.
- New dimensions of business intelligence with customer satisfaction and expectation analysis.

To learn more about the TeleTech Customer Journey Outcomes Solution, please visit <http://www.loyalty.com/customer-journey-outcomes-solution.shtml>.

¹ Sources: Frost & Sullivan, Dimension Data

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.

Investor ContactMedia Contact

| | |
|--------------|-----------------|
| Paul Miller | Elizabeth Grice |
| 303.397.8641 | 303.397.8507 |

Logo - <http://photos.prnewswire.com/prnh/20140717/127860>

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/telettech-launches-customer-journey-outcomes-solution-300131599.html>

SOURCE TeleTech Holdings, Inc.