



## Customer Experience Excellence: It's All How You Look at Things

October 22, 2015

### Latest Issue of TeleTech's Customer Strategist Journal Explores New Ways to Approach Technology and Processes to Create Enriched Customer Experiences

DENVER, Oct. 22, 2015 /PRNewswire/ -- [TeleTech](#) Holdings, Inc. (NASDAQ: TTEC) – Customers have high expectations for receiving great experiences from all brands and have little tolerance for mistakes. Eighty-four percent of consumers will abandon a brand after a bad experience, according to Ovum. Both positive and negative surprises in the customer experience can have a dramatic impact on customer lifetime value. Understanding [what matters most to customers](#) can help companies craft the types of experiences that will enchant them and secure their loyalty.

Each quarter, TeleTech publishes its latest thinking in its executive journal, [Customer Strategist](#). It features new ideas, best practices, and real-world examples of customer experience excellence in action.

"In this issue of the *Customer Strategist*, we suggest that most companies in most industries have what it takes to build customer love, but they just aren't able to see it. With a simple change of focus, we believe companies can find ways to innovate and build deeper, more engaged relationships with their customers," said Keith Gallacher, EVP of Global Markets and Industries, TeleTech. "We've dedicated this issue to companies that look at new ways to approach technology, processes, customer journeys, and data analytics to create enriched experiences. These ideas are coming from unexpected places like the New York Police Department, the Saudi Ministry of Labor, and Lend Lease, a multinational developer."

[Everyone's a Customer](#): The customer revolution is transforming business in amazing ways.

[Don't Stop at Journey Maps](#): Technology exists to efficiently move toward the Holy Grail of customer relationship: one-to-one interactions.

[Putting CX to Work in Unique Ways](#): A government agency puts customer strategy best practices to work in an organizational transformation.

[Strong Leaders Equal Strong Business](#): A multinational property and infrastructure company strengthens its talent pipeline and sets up future leaders for success.

Other articles include a look at the way [Staples changed its approach](#) to B2B sales by leading with personalization and digital channels, what drives customer satisfaction during the [insurance claims process](#), where the financial [value of customer relationships](#) can be found, and how the new [Hopi retail mobile app](#) integrates the shopping experience to realize the promise of omnichannel.

[Available online](#), in print or via 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.

#### ABOUT TELETECH

TeleTech 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](#).

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