



Harnessing the Power of the Technology-Enabled Marketer

November 12, 2015

Learn How the Latest Technologies are Enabling Marketers to Improve Customer Engagement and Grow Revenue

DENVER, Nov. 12, 2015 /PRNewswire/ -- The world as we know it has changed. New technologies give customers access to more information than ever before. For businesses, this means that control of the conversation has largely shifted away from marketers, and into the hands of customers.

To remain competitive, marketers need to combat technology with technology. The latest advances in marketing technologies – including cross-device identification, advanced analytics and machine learning – can play key roles in helping marketers deliver the tailored customer experiences that differentiate their brands. Research proves that companies deploying these advanced marketing and sales capabilities are growing their revenues at a 30 percent higher rate than other industry rivals.¹

This month, [TeleTech](#)'s eNewsletter, *Dialogue*, takes a close look at the latest marketing technologies, and provides insight into how they can benefit businesses across industries. The November issue includes:

- A look at how [advances in marketing technology](#) are creating new opportunities for marketers.
- An infographic that shows the [trends that are driving social media usage](#) today.
- An exploration of how [a change in focus](#) can help companies build stronger customer relationships.
- A review of how marketers are [using data to influence personalization](#).
- Advice on how marketers can [leverage deeper insights](#) to drive better customer experiences.
- A story about how a leading company was able to [capture the attention](#) of a targeted audience.

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.

¹2015 McKinsey & Company

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 41,000 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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