



Customer Feedback in a Flash: Complete the Customer Picture With New Insights

January 19, 2016

Latest Issue of TeleTech's Customer Strategist Journal Explores Strategies and Best Practices to Leverage Unique Customer Data and Create Customized Experiences

DENVER, Jan. 19, 2016 /PRNewswire/ -- [TeleTech](#) Holdings, Inc. (NASDAQ: TTEC) – Customers share tons of information about themselves – both intentionally and unintentionally. Customer data can provide organizational leaders with [powerful insights about individual customers](#), including their needs, preferences, attitudes and behaviors. This helps explain why 81 percent of enterprises are now using analytics to improve their understanding of customers, according to a 2015 KMPG study.

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.

"Every company has a competitive advantage over its rivals: the unique information it has about its customers. In this issue of the *Customer Strategist*, we share strategies and best practices to help our readers put their data advantage to work," said Keith Gallacher, EVP of Global Markets and Industries, TeleTech. "You'll read how [Spotify](#) and [Safelite Auto Glass](#) are mining data, you'll learn about the promise of machine learnings, and you'll see how contextual marketing is increasing conversion rates across industries."

[Customer Experience Benchmark Report – The Intersection of Business and Consumer Perspectives](#): TeleTech research shows that consumers and companies are traveling down different paths when it comes to customer experience priorities.

[Change the Voice of the Customer Conversation in the Contact Center](#): There is an evolution happening in the contact center. Companies are moving away from simply handling volume efficiently and are beginning to answer the question "why?"

[Real-Time Marketing Is Only the Beginning](#): Data-driven contextual marketing represents the next step of marketing maturity.

[Machine Learning – The Next Generation of Insight](#): Artificial intelligence comes to everyday business, and analytics will never be the same.

Other articles include how some CEOs are prioritizing [direct customer interaction](#) as part of their daily executive responsibilities, ways to take a [strategic approach to mystery shopping](#) by applying data analytics, how to mix and match insight that comes from a [variety of customer feedback tools](#), and why [building a data process framework](#) can help marketers more easily kick-start their data journeys.

[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 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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