



## The Secret to Turbocharging Contact Center Performance

February 11, 2016

### Learn How Asking "Why" Can Transform a Contact Center from a Cost Center into a Profit Center

DENVER, Feb. 11, 2016 /PRNewswire/ -- Businesses have access to more customer information than ever before. Information about who their customers are, what they like, and sometimes even why they're calling. But if that's true, why do so many still struggle to impress their customers during even the simplest customer service interactions?

While many companies have the power to really wow their customers, they are failing to look at the whole picture. They aren't questioning why their customers are calling or why they weren't able to answer their questions the first time. Instead, they're treating every customer interaction as if it's the first.

This month, [TeleTech](#)'s eNewsletter, *Dialogue*, takes a close look at how putting all the pieces together can give companies a complete view of who their customers are and how to best serve them. And it all starts with asking one simple question: "Why?"

The February issue includes:

- A breakdown of the ["why" questions businesses can ask](#) to better understand their customers.
- A review of [how data can provide valuable insight](#) into customers' interests and intentions.
- An overview of [what businesses can do to align their investments](#) with customer expectations.
- A look at some of the [steps CEOs are taking](#) to operationalize customer interactions.

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 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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