



## The Cloud: What, How and Why Now

March 11, 2016

### Learn How the Latest Cloud Technologies Are Redefining the Customer Experience

DENVER, March 11, 2016 /PRNewswire/ -- Customer experience leaders get it. They know that customers expect personalized, cross-channel experiences. They also understand that customers want real-time engagement, and to be recognized every time they reach out.

Even though customer experience leaders recognize all of these needs, many factors – such as organizational silos and a lack of integration between functions and data sets – still stand in the way of success.

Help is on the horizon with the latest advancements in cloud technologies proven to help companies overcome these challenges and check all the boxes on their customers' service wish lists. With all that promise, it's no surprise that research is estimating enterprise companies will invest an average of \$2.87 million in cloud technologies this year alone<sup>1</sup>.

This month, [TeleTech](#)'s e-newsletter, *Dialogue*, takes a close look at the ways the cloud is enabling businesses to deliver faster and more intelligent customer experiences.

The March issue includes:

- An exploration of [five ways next-generation cloud computing](#) will elevate the customer experience.
- A look at how [engaged employees can lead to](#) loyalty and business growth.
- An overview of the [operational, functional, and financial benefits](#) of a cloud contact center.
- A look at what [customers' mobile app usage](#) and preferences mean for companies.

The *Dialogue* e-newsletter 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](#).

<sup>1</sup> 2015 IDG Enterprise Cloud Computing Study

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