



Passport to a Better Customer Experience Journey

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Learn How to Identify What Matters Most to Customers and Deliver an Experience That Exceeds It

DENVER, May 12, 2016 /PRNewswire/ -- Today, a customer's path to purchase is anything but linear. Instead of walking into a store and choosing to buy on the spot, most customers perform an extensive amount of research before reaching a final decision. According to a recent study by PwC, 80 percent of customers research a product using their PC before making a purchase, while 86 percent shop across at least two channels.¹

With so many devices and sources of information available, it can be difficult for brands to pinpoint the exact factors that encourage—or discourage—customers to buy. That's where customer journey mapping comes in. When designed and executed effectively, customer journey mapping solutions provide brands with valuable insights into every move their customers make and help improve the buying experience.

This month, [TeleTech's eNewsletter, Dialogue](#), takes a close look at how the information gleaned from customer journey mapping can lead to long-term, profitable customer relationships.

The May issue includes:

- A look at how [customer journey mapping can help brands](#) deliver next-gen customer experiences.
- The steps [brands can take to avoid the common holes](#) in journey mapping.
- Insight into how [sales chat services can help brands](#) respond to customers on their customers' terms.
- An infographic that [outlines the best areas for brands](#) to place their digital engagement investments.

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.

¹<https://www.pwc.com/us/en/retail-consumer/publications/assets/pwc-us-multichannel-shopping-survey.pdf>

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 43,000 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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