



Retailers: Here's How to Make Your Holiday Sales Sparkle

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Discover Strategies for Impressing Customers With a Better Shopping Experience

DENVER, Aug. 11, 2016 /PRNewswire/ -- The holiday season is the most important revenue generator for retailers. Due to changing customer expectations and preferences, research has shown that retailers have struggled to reach their goals in recent years. The National Retail Federation reported that during the 2015 season alone, sales were well below their forecasted growth of 3.7 percent.

Analysts are pointing to a combination of poor in-store customer experiences and an inability for retailers to win customers online. This indicates a need for retailers to impress customers on both fronts, with an exceptional in-store experience and a digital shopping experiences that is simple and seamless.

This month, [TeleTech's eNewsletter, Dialogue](#), takes a close look at how retailers can stand out and reach their holiday goals by optimizing the complete shopping experience.

The August issue includes:

- A look at [seven ways retailers can provide](#) a better holiday shopping experience.
- An in-depth resource highlighting [how to build momentum](#) around an omnichannel program.
- Insight into [how to identify inefficiencies](#) in contact center operations.
- An infographic that shows [how companies are investing](#) in customer service technologies.

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 41,500 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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