



25 Cool Customer Experience Companies

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New TeleTech eBook Highlights Brands That are Bringing Change to CX Delivery Through Daring, Creative and Inspirational Strategies

DENVER, Nov. 14, 2016 /PRNewswire/ -- [TeleTech Holdings, Inc.](#) (NASDAQ: TTEC) – Customer experience often gets a bad rap. These days it seems as though stories of customer pain points and company failures among news outlets are commonplace. Many companies are quietly working to improve the way they engage with customers and ultimately deliver better customer experiences.

Twenty-five brands have caught TeleTech's attention for having standout customer experiences in 2016:

Luxury clothing designer Rebecca Minkoff is optimizing a critical part of the shopper's journey—the dressing room. Several of the brand's flagship stores have been outfitted with interactive dressing room mirrors that provide personalized assistance. Shoppers tap the mirrors to activate product screens that recognize the RFID-tagged clothing in the room.

Headphone maker Sol Republic set out to build a community of brand advocates. The California-based company refers to its consumer advocates as "Soldiers of Sound." Fans access the community through an app where they can earn points for activities like posting a selfie or creating a video with a Sol Republic product to earn merchandise and access to events.

One of the challenges for medical patients who aren't hospitalized but extremely ill is the difficulty in traveling to a hospital or a doctor's office to receive a check-up. To help ease this burden for patients, Seattle Children's Hospital is equipping physicians with video systems on their laptops to enable them to meet and evaluate patients who are too ill to travel or use remote diagnostics to check their vital signs.

In February, MGM Resorts outfitted its 4,004 guest rooms with digital touchscreen tablets that offer everything from temperature control and housekeeping to TV remote control. It also controls elements outside of the room. Guests can order room service, purchase show tickets, make spa reservations, and it all integrates with its loyalty program.

Download the [25 Cool CX Brands](#) eBook to read more inspirational stories of how organizations are bringing change to customer experience such as Life is Good, TIAA, Southwest Airlines, Vanguard, Ford, Nestle Waters, Humana, Caesars Entertainment, Dorchester Collection, London's Natural History Museum, Castrol, Mercedes-Benz, Philips Healthcare, IBM, Year Up, Northern Illinois University, Stitch Fix, Mic, Nutrisystem, True Religion and Bridgestone.

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 43,500 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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