



How Does Automation Impact the Customer Experience?

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TeleTech's May 2017 Dialogue eNewsletter explores how to best balance automation with the human touch to exceed customer expectations

DENVER, May 16, 2017 /PRNewswire/ -- [TeleTech Holdings, Inc.](#) (NASDAQ: TTEC), a leading global provider of customer experience, engagement, and growth solutions delivered through a proprietary, end-to-end Customer Engagement as a Service offering, today published the May issue of the eNewsletter, *Dialogue*.

<http://www.teletech.com/enewsletter>

This month's issue focuses on the business strategy behind automation, artificial intelligence (AI) and bots. The experts at TeleTech recommend a thoughtful approach. Before jumping in with both feet, it's important for business leaders to understand the true business benefits – and limitations – associated with these technologies. In many cases, customers want to directly interact with someone to manage urgent needs or sensitive requests and when they do, it benefits the business to provide that human connection.

Learn how CX experts are balancing automation with the human touch in creating engaging and satisfying customer experiences in this issue, which includes:

- An eBook that [highlights the benefits of automation](#), and best practices for implementing it.
- Two articles that summarize what to expect from automation, and what the experts are predicting.
- An infographic around another new trend in the customer experience space, the sharing economy.

"To deliver exceptional engagement, companies need to integrate new technologies in human and thoughtful ways," said Kyle Priest, Chief Strategy and Marketing Officer, TeleTech. "Automation, when carefully considered, can go a long way in helping brands not only to streamline, but also enrich engagement and drive growth."

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 delivered through a proprietary end-to-end Customer Engagement as a Service offering. 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. TeleTech's 48,000 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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