



## Which Comes First: The Brand or the Customer Experience?

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### TeleTech Customer Strategist Details Innovative Customer Engagement Strategies of Iconic Brands

DENVER, May 17, 2017 /PRNewswire/ -- [TeleTech Holdings, Inc.](http://www.teletech.com) (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, has released the latest issue of its executive journal featuring perspectives on synergies between customer experience excellence and increased brand loyalty.

<http://www.teletech.com/resources/customer-strategist-journal/which-comes-first-brand-or-customer-experience>

It used to be that companies used their brands to establish and differentiate their products through one-way broadcast communication. Social media and direct consumer connections have turned this model on its head. To thrive today, companies need to consider customers (and employees) as valuable assets that collaborate and contribute to the company's corporate identity and long-term success.

In the experience economy, companies and customers work together to evolve the role of brands. We're all brand strategists now.

The articles in this issue illustrate how the concept is being activated across industries:

- Interview with Microsoft CMO Brad Smith describing evolution from product to customer centricity
- Profile featuring Walgreens' shift from traditional advertising to influencers and storytelling
- Insights into the role of employee engagement in creating brand ambassadors
- Benchmark research on the sharing economy

Each quarter, TeleTech publishes its latest thinking in its executive journal, [Customer Strategist](#). It features new ideas, best practices, and real-world examples of customer experience excellence in action.

#### 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](http://www.teletech.com).

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