



## TeleTech Teams to Demonstrate How Companies Can Drive Hyper Growth at Call Center Week Pre-Conference Workshop

June 23, 2017

### Technology and Consulting Leaders to Present Customer Engagement Best Practices

DENVER, June 23, 2017 /PRNewswire/ -- TeleTech (NASDAQ: TTEC), a leading global provider of customer experience, engagement and growth solutions delivered through its proprietary end-to-end Humanify™ Customer Engagement as a Service offering, today announced that presenters from its Technology and Consulting teams will be leading a pre-conference workshop Tuesday, June 27<sup>th</sup> from 8am-11am at the 18<sup>th</sup> Annual Call Center Week Conference & Expo, in Las Vegas, NV.

To register for the conference and pre-conference workshop, please visit <https://www.callcenterweek.com/>

The three-hour pre-conference workshop, *Create Incredible Experiences that Deepen Customer Engagement and Drive Hyper Growth* (Workshop K), focuses on the impact of mobility and digitalization in the customer experience and how it changes the ways in which customers connect with companies.

Attendees will learn how to orchestrate every interaction, across all channels, to create an experience that keeps customers satisfied and coming back for more during this interactive workshop, featuring:

- Tim Keefe, Principal at TeleTech Consulting, will lead attendees through customer journey mapping, its effectiveness and challenges/benefits of knowing how your customers want to interact with you.
- Ryan Swanger, Group VP of Technology Strategy & Demand Generation at TeleTech Technology, will demonstrate the right steps to take in applying transformational technologies based on the customer journey, which helps brands reduce customer effort and increase the customer experience to drive hyper growth.

"As the world becomes increasingly more digital and hyper-connected, consumers expect seamless experiences delivered on their terms," said Kyle Priest, Chief Strategy and Marketing Officer, TeleTech. "By bringing together the best of our thought leaders in strategic consulting and technology innovation for this workshop, we're providing a framework for driving customer experiences that balance the convenience of automation with the empathy of a human touch to build deeper customer engagement."

The workshop will be full of high-level thought leadership, forward thinking approaches and real-world experiences by experts and clients. Interactive activities will make this workshop an experience conference attendees won't want to miss.

### ABOUT TELETECH

TeleTech (NASDAQ: TTEC) is a leading global provider of customer experience, engagement and growth solutions delivered through its proprietary end-to-end Humanify™ 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://TeleTech.com).

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