



## CX Innovators, Experts and Entrepreneurs Share Their Stories in The CX Pod

October 19, 2017

### On-Demand Podcast Series Features Conversations on CX Insights, Ideas and Innovations

DENVER, Oct. 19, 2017 /PRNewswire/ -- [TeleTech Holdings, Inc.](#) (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 the launch of The CX Pod – a customer experience (CX) podcast series featuring discussions and interviews with CX experts.

Check out the latest news from the best and brightest in CX: [www.thecxpod.com](http://www.thecxpod.com)

Presented by Jeff Marcoux, nationally recognized speaker on Customer Experience, adjunct professor at Oregon State and former head of Microsoft's client CMO relationships, and Elizabeth Glagowski, Editor-in-Chief of Customer Strategist Journal and adjunct professor at Southern Connecticut State University, The CX Pod delivers insights, ideas and innovations from across the customer experience landscape.

"Customers are savvy and expect amazing experiences on their terms, so brands have to stay on top of new engagement channels and technologies to remain relevant," said Kyle Priest, Chief Strategy and Marketing Officer, TeleTech. "Companies have a dizzying array of customer information and technology options available to them, yet making informed decisions about where to invest is challenging. It takes an ecosystem to keep up with the pace of change. This podcast delivers the forum, experts and best practice advice to empower brands to continually improve customer experiences delivered today, and into the future."

Each podcast includes candid conversation and unique perspectives from CX leaders, including:

- Kevin Urie, Founder, 47Harmonic – "Your Innovative Marketing Tech Doesn't Matter"
- Mark Chu, Associate Marketing Manager, General Mills – "The Millennial Experience"

New podcasts will be available bi-weekly and will feature a range of topics, such as:

- Demystifying Data to Create Magic Moments
- AI Mythbusters
- The Psychology of CX
- Voices from the Front lines: Customer-facing employees share their stories

"Bringing together CX entrepreneurs and innovators to discuss successful CX strategies in this podcast series is a natural extension of the content we've been sharing through Customer Strategist Journal," said Marcoux. "We look forward to creating a community where CX leaders can share their thoughts, spark new ideas and exchange insights to inspire, educate and inform."

Continue the conversation - discover more best practices and real-world examples of customer experience excellence in action in the Customer Strategist Journal blogs, articles and videos, <http://www.teletech.com/customer-strategist>

### 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).

#### Investor Contact    Media Contact

Paul Miller	Olivia Griner
303.397.8641	303.397.8999

# TeleTech®

View original content with multimedia: <http://www.prnewswire.com/news-releases/cx-innovators-experts-and-entrepreneurs-share-their-stories-in-the-cx-pod-300540080.html>

