



## TTEC Announces Global Launch of Humanify™ Insights Platform

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**Company brings together machine learning and advanced analytics to deliver meaningful insights used to predict customer behavior, detect emerging trends, and identify next best action, enhancing CX**

DENVER, Oct. 9, 2018 /PRNewswire/ -- TTEC Holdings, Inc. (NASDAQ: TTEC), a leading global customer experience technology and services provider focused on the design, implementation and delivery of transformative solutions for many of the world's most iconic and disruptive brands, today announced the formal launch of its innovative analytics solution, Humanify Insights Platform.

With the Humanify Insights Platform, advanced analytics and machine learning come together to convert data into meaningful insight at the individual customer level. With this solution, TTEC is integrating and analyzing data to capture insights, using predictive modeling to determine what will happen next and then prescribing the next best action. With this proprietary technology and proven methodology, the company is optimizing business results for its clients and improving experiences for their customers.

The Humanify Insights Platform enables companies to easily aggregate all of their customer data into a common architecture and data schema. This breaks down silos between departments and combines insights to enable strategies focused on profitable growth, customer experience, personalized propositions and operational excellence. This includes the creation of a customer data platform to perform in-depth business analytics, voice of the customer analytics, contact center analytics, sales analytics, marketing analytics and traditional customer analytics. By bringing together the best of insight-driven consulting, technology, and operations to take action on these insights, TTEC empowers companies to better connect with their customers within and across voice, digital, and automated channels.

Here are some of the benefits clients in automotive, healthcare and financial services have already experienced with the use of Humanify Insights Platform:

- 20%+ improvement in customer retention
- 30%+ improvement in contact center efficiency
- 14%+ improvement in customer satisfaction

"For brands who are looking to create relevant engagements with their customers, it is imperative that they have ready access to the wealth of insights found within their data resources," said Tony Tsai, Chief Innovation and Information Officer, TTEC. "By implementing the Humanify Insights Platform, clients are able to better understand their customer' needs, behaviors and preferences in real-time and act on these insights to improve individual interactions and enhance customer experience."

For more information about the Humanify Insights Platform, check out:

- [Humanizing Digital – Connect Tech and Talent to Create Value from Customer Analytics](#) event, featuring guest speaker Brandon Purcell, Principal Analyst at Forrester Research
  - This video demonstrates how to get the most out of your customer data and make your insights visible, actionable and profitable
- [Making the Most of Your Customer Data](#)
  - This video demonstrates how to get the most of your customer data and make your insights visible, actionable and profitable
- [Introducing Humanify Insights Platform](#)
  - Our blog illustrates how the integration of customer data breeds insights, innovation and action

### About TTEC:

TTEC Holdings, Inc. (NASDAQ: TTEC) is a leading global customer experience technology and services provider focused on the design, implementation and delivery of transformative solutions for many of the world's most iconic and disruptive brands. The Company delivers outcome-based customer engagement solutions through TTEC Digital, its digital consultancy that designs and builds human centric, tech-enabled, insight-driven customer experience solutions for clients and TTEC Engage, its delivery center of excellence, that operates customer acquisition, care, growth and digital trust and safety services. Founded in 1982, the Company's 47,800 employees operate on six continents across the globe and live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit [www.ttec.com](http://www.ttec.com).

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