



## What's Next for Customer Experience in 2014?

January 28, 2014

### TeleTech's e-newsletter Features Customer Experience Trends, Strategies and Ways to Take Action in 2014

DENVER, Jan. 28, 2014 /PRNewswire/ -- In today's evolving marketplace, customers are faced with more choices than ever before. To remain competitive, businesses must put the customer at the center of all they do in order to cultivate loyalty, drive engagement and safeguard trust. And in 2014, the companies that are able to successfully place the customer at the center of their strategies will soar above the rest.

(Logo: <http://photos.prnewswire.com/prnh/20131017/LA99244/LOGO>)

This month, TeleTech's e-newsletter, [CExpress](#), explores the top 2014 customer experience trends and looks at the new state of customer experience. One of the special focuses of this issue is on applying these trends to business strategies in the New Year.

TeleTech's January CExpress includes:

- A look at four [trends that will help shape customer experience in 2014](#)
- A peek inside the 2014 [customer service toolbox](#)
- An examination of [six ways analytics can help provide a consistent customer experience](#)
- A look at six [social media shifts to prepare for](#) in 2014
- Advice on how to [prepare for changing customer expectations](#) in the New Year
- An infographic featuring [analysts' predictions around customer experience](#) in 2014

The CExpress e-newsletter is published 12 times a year and is designed to inspire customer experience excellence. Each issue contains the best customer-centric thought leadership and in-depth research articles. [Sign up](#) to have the publication delivered right to your inbox.

#### ABOUT TELETECH

TeleTech (NASDAQ: TTEC), founded in 1982, is a leading global provider of data-driven, technology-enabled services that puts customer engagement at the core of business success. The Company offers an integrated platform that combines analytics, strategy, process, systems integration, technology and operations to simplify the delivery of the customer experience for Global 1000 clients and their customers. This holistic multichannel approach improves customer satisfaction, increases customer loyalty and drives long-term profitability and growth. From strategic consulting to operational execution, TeleTech's more than 39,000 employees deliver results for clients in the automotive, communications and media, financial services, government, healthcare, technology, transportation and retail industries. Through the TeleTech Community Foundation, the Company leverages its innovative leadership to ensure that students in underserved communities around the globe have access to the tools and support they need to maximize their educational outcomes. For additional information, please visit [www.TeleTech.com](http://www.TeleTech.com).

SOURCE TeleTech Holdings Inc.

Investor Contact, Paul Miller, 303.397.8641, Media Contact, Jeanna Blatt, 303.397.8507