



Leverage Data Analytics To Optimize Customer Experience

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TeleTech's E-newsletter Uncovers How to Use Big Data to Deliver Positive Customer Engagements

DENVER, Feb. 26, 2014 /PRNewswire/ -- There has been a lot of buzz around the topic of Big Data. Why? According to Forrester, up to 70 percent of a customers' buying decision is being made through online research before any contact with a salesperson occurs. So, it's more critical than ever for companies to mine information for new insights to improve business but the reality is that a lot of data is completely untapped. Many companies are still struggling to make sense of all the data streaming in, and as a result, are unable to reap the benefits that Big Data conceals.

The key to unlocking the secrets hidden within data is implementing a successful data analytics strategy. This month, TeleTech's e-newsletter, CExpress, uncovers how companies can use analytics to effectively leverage customer data to optimize the customer experience.

TeleTech's February CExpress includes:

- A look at [four analytics projects](#) that hold the strongest promise for ROI in 2014
- A *Customer Strategist* eBook that explores [how to uncover the superior customer experiences](#) hidden within data
- Tips for [turning data into customer intelligence](#)
- A look at how [dynamic analytics can deliver better insight faster](#)
- A story about how a [health insurer increased employee engagement](#) by leveraging data analytics
- An infographic depicting how [businesses are searching for the best solutions to organize data](#) properly

The CExpress 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.

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