



Addressing The Omnichannel Customer Experience

March 13, 2014

TeleTech's new e-newsletter uncovers how to build an integrated customer engagement strategy.

DENVER, March 13, 2014 /PRNewswire/ -- Over the last decade, emerging communication channels – such as mobile, web, and social media – have blossomed into vital avenues for customer interaction. In an effort to bridge the service gaps between these channels, companies are adopting an omnichannel approach. As a matter of fact while [84 percent of retailers](#) believe creating a consistent customer experience across channels is the most important factor for success. When executed effectively, an omnichannel strategy can help provide a seamless customer engagement from one touchpoint to the next.



For many companies, creating this consistent customer experience has become both the ultimate challenge and end goal. In this month's issue of TeleTech's e-newsletter, CExpress, discover the technology, processes, and strategies necessary for building an integrated customer engagement plan.

TeleTech's March issue of CExpress includes:

- A look at how [three companies have successfully created a seamless customer experience](#) across multiple channels
- A story about how [a major automotive manufacturer](#) was able to smooth out its fragmented information systems to provide a consistent customer experience
- A roadmap for [bridging the gaps](#) between various customer touchpoints
- An examination of [three elements to consider](#) when integrating effective enterprise-wide cloud capabilities
- A look at [five reasons why retailers should add mobile devices to their toolkits](#) in order to increase connectivity
- An [infographic that uncovers the trends](#) around how companies are preparing to adopt an omnichannel engagement approach

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.

ABOUT TELETECH

TeleTech Holdings, Inc. (NASDAQ: TTEC), founded in 1982, is a leading global provider of analytics-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 41,000 employees speaking over 50 languages, 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.telettech.com.

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