



## Finding the ROI of Customer Experience: It's Out There If You Look for It

October 16, 2014

### Latest Issue of TeleTech's Customer Strategist Journal Explores the Dramatic Business Impacts of Improving Customer Experience

DENVER, Oct. 16, 2014 /PRNewswire/ -- [TeleTech](#) Holdings, Inc. (NASDAQ: TTEC) – We've all read the studies that tell us it costs far more to deliver a bad customer experience than a good one. But do we all know how much? Research shows that when customer experience metrics such as customer satisfaction and Net Promoter® Score (NPS) tick up, increases in profits, and other business results usually follow.

Many business leaders believe there's a correlation between providing customers with great experiences and positive changes in business performance, but they struggle to connect the dots between the two. Almost half (47.3 percent) of the nearly 100 customer experience professionals surveyed in the 2014 1to1 Media/Temkin Group study, [Measuring the ROI of Customer Experience](#), said that their organizations are either "ineffective" or "very ineffective" at measuring the business impact of customer experience.

Each quarter TeleTech publishes its latest thinking in its executive journal, [Customer Strategist](#), where consultants and analysts bring their thought leadership to a wider audience. The firm's global work with leading companies in telecommunications, financial services, healthcare, retail and government sectors is the basis for the articles in this issue. These pieces reflect on how clients are differentiating their companies through customer experience innovation.

"In our latest issue of *Customer Strategist*, we explore how improvements in customer experience can have a dramatic impact on increasing customer value and business profitability," said Mark Grindeland, chief marketing officer at TeleTech. "We've identified successful measurement strategies being executed in the contact center and across digital channels, found ROI being tracked in financial services and uncovered how employee engagement impacts the economics of customer service."

[The Omnichannel Evolution of the Contact Center](#) Tap into the customer insight that exists beyond the walls of the contact center to optimize the customer experience.

[Top Considerations for Mastering Digital Marketing ROI](#) Savvy marketers are mastering digital marketing to reach their financial objectives.

[Break Down the Contact Center Wall](#) Four reasons consumer banking profits from a flexible contact center model.

[The Economics Behind Employee Happiness](#) Happiness is a valuable strategic asset for an organization's entire ecosystem.

Other articles include a look at how online retailer [Chegg is tapping the minds of young consumers](#) by leveraging audience data, how [personalization prevails](#) in customer acquisition and retention in the insurance industry, and why economic and customer value are key drivers in the success of [employee wellness programs](#).

Available in print, online or mobile device, *Customer Strategist* is published quarterly and provides executives with insights that lead to innovative strategies for building more profitable customer relationships. It facilitates learning and action by presenting the most progressive thought leadership and providing access to the proprietary methodologies of Peppers & Rogers Group and TeleTech. [Click here](#) to subscribe.

#### ABOUT PEPPERS & ROGERS GROUP

Peppers & Rogers Group is the customer strategy division of TeleTech. This global team of strategy consultants is dedicated to helping clients improve business performance by acquiring, retaining, and growing profitable customers.

#### ABOUT TELETECH

TeleTech, founded in 1982, is a leading global provider of analytics-driven, technology-enabled customer experience business solutions. The Company offers an integrated platform that combines consulting, technology, care and growth services to simplify and personalize interactions that build deep engagement between people and brands. 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 over 40,000 employees speaking over 50 languages deliver results for Global 1000 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 [teletech.com](#).

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