



The 2015 Customer Experience Outlook

December 11, 2014

TeleTech's e-Newsletter Explores How Evolving Customer Expectations Will Impact the Customer Experience in the New Year

DENVER, Dec. 11, 2014 /PRNewswire/ -- The new year is rapidly approaching, and customer expectations are continuing to grow at an exponential rate. To keep up, companies are investing in the customer experience now more than ever and looking for ways to use technology to deliver more human experiences. Analysts are predicting that as much as 50 percent of product investments will be redirected to customer experience innovations by 2017.¹

But how will these investments be spent? Will the dollars be used to simplify customer interactions across channels and devices? Or will they be leveraged to help companies tailor their loyalty programs to meet the unique needs of their customers?

This month, [TeleTech's Dialogue](#) e-newsletter takes a close look at the forecast for customer experience in 2015, and offers tips for keeping pace with evolving customer expectations in the new year.

The December issue includes:

- A review of [seven customer experience trends](#) that will impact business in the new year.
- An [essay from the new e-book](#), *The Technology of Us*, which discusses how future innovations will redefine the customer experience as we know it.
- Insight into [how companies will be spending](#) their customer experience investments in 2015.
- A [Customer Strategist e-book](#) that explores the tools and insights companies need to create the future experiences for their customers.
- A look at how [next-gen learning and development tools](#) can help payers meet heightened patient expectations in the new year.
- An infographic that examines how the [digital customer experience](#) will evolve in the year to come.

The *Dialogue* e-newsletter is published 12 times a year and has been designed to inspire customer experience excellence. Each issue contains the best customer-centric thought leadership and in-depth research articles. [Click here](#) to subscribe.

ABOUT TELETECH

TeleTech (NASDAQ: TTEC), founded in 1982, is a leading global provider of analytics-driven, technology-enabled customer experience 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 42,000 employees speaking over 50 languages in over 80 countries 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.

¹ [Gartner](#)

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