



Tips for Crafting a Seamless Omnichannel Customer Experience

February 12, 2015

TeleTech's e-Newsletter Explores Everything Businesses Need to Know to Jumpstart Their Omnichannel Strategies This Year.

DENVER, Feb. 12, 2015 /PRNewswire/ -- The business world is buzzing with the term "omnichannel." And many are wondering, is it just the new buzzword or does it have a real business foundation?

Today's consumers are using a variety of channels—social media, chat, email, mobile—to interact with their favorite brands. Businesses that can successfully anticipate and respond to their customers' needs across each channel are rewarded with increased customer loyalty and growth opportunities. The businesses that can't effectively communicate run the risk of losing their customers to the competition.

This month, [TeleTech's Dialogue](#) e-newsletter uncovers what business leaders need to know in order to implement an omnichannel strategy that generates optimal results.

The February issue includes:

- Advice on [how to turn omnichannel wishes](#) into reality.
- An essay from the e-book, *The Technology of Us*, which looks at the reasons [why businesses must start thinking about their customers](#) as groups of connected people and not simply demographics.
- A look at how to [measure customers' crosschannel](#) journeys.
- A story about how a [leading financial services company](#) was able to provide a consistent member experience across channels.
- Three omnichannel tips to help [retailers stay competitive](#) with online and physical stores.
- An infographic that takes a close look at [evolving customer expectations](#) and the growth of omnichannel experiences.

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](#).

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