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Big Data: Worth the Energy?

July 9, 2015

TeleTech's eNewsletter Explores How to Turn Customer Data into Actionable Insights

DENVER, July 9, 2015 /PRNewswire/ -- According to Gartner, 85 percent of Fortune 500 companies are ill prepared to handle customer data.[1] And many are wondering, is investing in Big Data really worth it?

There are a multitude of operational and technological obstacles that companies must overcome before they will recognize the benefits of Big Data. These challenges include disconnected data silos, competing priorities, and a fragmented view of a customer's interactions with a brand.

This month, TeleTech's *Dialogue* eNewsletter takes a close look at how companies can turn mountains of data into actionable insights that drive growth.

The July issue includes:

- A look at how companies can overcome internal obstacles to generate solid business results.
- An examination of how to ensure that your customer analytics support the fundamental building blocks of growth and prosperity.
- A story about how a leading insurer used marketing analytics to drive acquisition costs down 60 percent.
- An exploration of how analytics can help you differentiate your brand across every customer touch point.
- A review of how analytics and customer experience can align to reveal undiscovered innovation in data strategy.
- An infographic that illustrates the Big Data predictions and trends that can help business leaders shape their strategies and budgets in 2016.

The *Dialogue* eNewsletter 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) is a leading global provider of customer experience, engagement and growth solutions. Founded in 1982, the Company helps its clients acquire, retain and grow profitable customer relationships. Using customer-centric strategy, technology, processes and operations, TeleTech partners with business leadership across marketing, sales and customer care to design and deliver a simple, more human customer experience across every interaction channel. Servicing over 80 countries, TeleTech's 44,000 employees live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TeleTech is bringing humanity to the customer experience visit TeleTech.com.

[1] Gartner

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