



New TeleTech E-Book Shares Tips on How to Transform the Contact Center Mindset

March 10, 2016

Companies Are Experiencing an Evolution in the Contact Center and Beginning to Seek Better Understanding of Their Customers

DENVER, March 10, 2016 /PRNewswire/ -- [TeleTech](#) Holdings, Inc. (NASDAQ: TTEC), a leading global provider of customer experience, engagement and growth solutions, has released a new e-book on the transformation happening within the contact center. Companies are beginning to make a conscious effort to understand why their customers are contacting them, inspiring them to rethink how they operate.

Often contact centers are judged on how efficiently they operate, making operational performance the top priority. As they look to speed and process improvements, they often are overlooking many opportunities to enhance the customer experience, that ironically might also reduce costs.

Tools and insights to gain real-time customer feedback are readily available for companies that are willing to take the time and allocate resources to better understand the "why" behind the "what" happening in their contact centers. The e-book, [Ask Why: The Secret to Turbocharging Contact Center Performance](#), teaches contact center professionals:

- Ways to answer "why" to all contact center questions.
- How to use customer insight to solve channel challenges
- Details on how to use contact center data to help drive financial outcomes.

Empowering customer care by answering "why" questions will help change the perception of the contact center from a cost center to a value-added part of the business. Visit [TeleTech's Thought Leadership Library](#) to explore other e-books, articles, case studies, infographics and more from TeleTech.

ABOUT TELETECH

TeleTech 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 41,000 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](#).

Investor Contact Media Contact

| | |
|--------------|-----------------|
| Paul Miller | Elizabeth Grice |
| 303.397.8641 | 303.397.8507 |

Logo - <http://photos.prnewswire.com/prnh/20140717/127860>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/new-teletech-e-book-shares-tips-on-how-to-transform-the-contact-center-mindset-300233564.html>

SOURCE TeleTech Holdings, Inc.