



## TeleTech Releases New Don Peppers Customer Experience Book

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### World Renowned Customer Experience Expert Publishes Collection of Bite-Sized Insights and Recommendations on How to Improve Customer Relationships

DENVER, April 4, 2016 /PRNewswire/ -- [TeleTech](#) Holdings, Inc. (NASDAQ: TTEC), a leading global provider of customer experience, engagement and growth solutions, today announced the release of the new e-book, *Customer Experience: What, How and Why Now* by Don Peppers, founding partner of Peppers & Rogers Group that is now part of TeleTech Consulting. The e-book is a compilation of Peppers' short articles and blog posts that provide insights and recommendations on how to build deeper and more profitable relationships with customers.

Recognized as a world renowned expert in customer experience, Peppers brings to life the challenges and opportunities to improve customer relationships through practical advice and personal anecdotes. Peppers is one of LinkedIn's top 100 "Influencers" worldwide, with more than a quarter million followers, and the single most widely read contributor to LinkedIn's "Customer Experience" channel. In addition to his LinkedIn presence, research by SatMetrix in 2015 ranked him as the world's overall most influential authority on customer experience management issues.

"Customers today demand a seamless experience across every interaction channel along their purchase and ownership journey. They expect it from every brand and if they don't get it, they will move on to the next best thing with a simple touch of their mobile device," said Ken Tuchman, chairman and CEO of TeleTech. "It's against this backdrop that we decided to put together this book based on Don's decades of experience to help executives navigate this profoundly unfamiliar and challenging business environment."

*Customer Experience: What, How and Why Now* covers culture, strategy, technology, data analytics, operations and innovation with topics including:

- What Kind of Customer Experience Are You Capable of Delivering?
- Are You Making It Hard for Customers to Buy From You?
- Four Attributes of a Frictionless Customer Experience
- Loyalize Customers by Remembering Their Needs
- Six Leadership Behaviors for Customer-Centric Transformation
- The Competitive Advantage of Trustability

"Every executive in sales, service or marketing today is talking about the 'customer experience' and how to improve it. But what does it mean to have a good experience, what obstacles will prevent you from delivering it, and how can you measure your success?" asks Peppers. "Managing each individual customer's experience is something technology now permits you to do. And because technology permits it, competition requires it. So whether you sell an industrial product, a consumer service, or anything in between, this book will help you from start to finish, one bite-sized idea at a time."

To order a copy of *Customer Experience: What, How and Why Now*, visit [www.telettech.com/CustomerExperienceBook](http://www.telettech.com/CustomerExperienceBook).

#### 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 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](http://TeleTech.com).

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