



Partnering Up to Drive Exceptional Customer Experiences

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Businesses Need to Tap Into the Expertise of Vendors to Win the Hearts and Minds of Customers

DENVER, April 14, 2016 /PRNewswire/ -- Businesses used to pay little attention to how vendor relationships would impact their most valuable asset – their customers. Progressive firms are beginning to understand that customers are the true driving force behind long-term business success. That means that their satisfaction with a brand is paramount, and should always be top of mind.

As a result of this realization, businesses are now rethinking the ways they enter into strategic partnerships with vendors. In the past, vendor relationships might have been "getting the job done," but businesses weren't experiencing bottom-line growth or an increase in customer loyalty. That's all about to change. New research estimates that we are likely to see one out of three contracts based on business outcomes by 2018, indicating a shift in how these relationships are being forged.¹

This month, [TeleTech's eNewsletter, Dialogue](#), takes a close look at the reasons why this change is a good idea, from both a financial and a customer experience perspective.

The April issue includes:

- A look at how [keeping outcomes top](#) of mind can benefit businesses' relationships with vendors.
- The answer to how [asking "why" questions in the contact center](#) can help businesses improve their operations.
- A link to a new e-book that was produced to [help businesses optimize](#) every unique customer interaction, one bite-sized idea at a time.
- An infographic that exposes the latest [customer interaction trends](#) about which every business leader should be aware.

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.

¹Gartner, Best Practices for Creating Business-Outcome-Based IT Services Deals for Service Providers; January 12, 2016

ABOUT TELETECH

TeleTech (NASDAQ: TTEC) is a 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](#).

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