



How to Get and Keep Customers in the Digital Age

July 14, 2016

Learn How to Use Data to Acquire New Customers and Deepen Relationships with Existing Ones

DENVER, July 14, 2016 /PRNewswire/ -- Digital initiatives – such as mobile marketing, social media ads, and search engine marketing – are gaining ground for customer and prospect outreach. Yet, while companies understand the value of reaching new and existing customers in their customers' channels of choice, many still struggle with how to best use the data to drive sales. In fact, in a recent study, CMOs rated their companies an average of 3.2 out of 5 on their ability to develop and use customer insights.

In order for companies to ensure that they are effectively leveraging customer data to reach their business goals, leaders from across functions – including sales, marketing, and technology – need to work together, with digital data at the center. Only then will they realize all the benefits associated with their digital initiatives.

This month, [TeleTech's eNewsletter, Dialogue](#), takes a close look at how effective data management can drive better customer acquisition and retention.

The July issue includes:

- A look at how brands can optimize their [data-driven customer acquisition and retention initiatives](#).
- A link to a webpage where [customers can tell](#) their best customer experience stories.
- An overview of [five customer experience metrics](#) business leaders should track.
- An infographic that shows [how corporate culture impacts](#) customers, employees, and the bottom line.

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 43,000 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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