



## Love Your Customers and Improve the Brand Experience

February 7, 2017

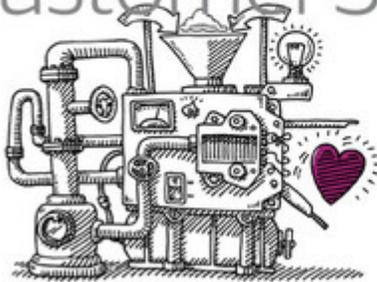
### Latest Issue of TeleTech's Customer Strategist Journal Explores How Brands Are Showing Their Customers More Love by Creating Simpler Experiences

DENVER, Feb. 7, 2017 /PRNewswire/ -- Today's consumers are more self-advocating, self-educating and self-motivating than ever before. Engaging with the customer when, where and how the customer prefers makes all the difference in creating positive and ongoing relationships with a brand. In the spirit of Valentine's Day, TeleTech is sharing effective strategies for companies to show their customers some love in this quarter's [Customer Strategist](#) journal.

VOLUME 8 | ISSUE 4 | 2016

# Customer Strategist

AN EXECUTIVE JOURNAL



## The Complexity of Simplicity

TeleTech.

Companies are looking for strategies to evolve their go-to-market approach to adapt to the needs of these socially-conscious consumers and improve the customer experience. In fact, according to Gartner, "by 2018, more than half of organizations will implement significant business model changes in their efforts to improve CX (Customer Experience)."<sup>1</sup>

A simple experience from a consumer's eyes is one in which the brand knows an individual, his or her history, preferences, and can anticipate needs before being asked. However, from a brand's perspective, getting to "simple" is far from easy.

Each quarter, TeleTech publishes its latest thinking in its executive journal, [Customer Strategist](#). It features new ideas, best practices, and real-world examples of customer experience excellence in action.

"In this issue of the *Customer Strategist*, we explore what it takes to create more simple customer experiences. It requires data, business unit alignment, technology, and a culture that's customer-first," said Elizabeth Glagowski, editor-in-chief of *Customer Strategist*. "We've broken down major elements of the customer experience from the brand's perspective, including the true state of customer centricity, upcoming digital trends and transformations, and new strategies from industry innovators."

- [Become Your Own Uber](#) - Create real human connections to keep up with disruption.
- [The Future of Customer Experience](#) - Where do humans fit in an increasingly digital world?
- [Does CRM Simplify the Customer Experience?](#) - CRM tools in the contact center provide valuable information, but can complicate the customer experience.
- [What to Expect from the Rise of Chatbots](#) - Here's what business leaders need to know about the messaging apps and chatbots that are rapidly gaining users and screen time.

Other articles detail how [Customer Centricity Changes Over Time](#), share five ways to transform the employee help desk in [Take the Consumer Experience Behind the Firewall](#), and describe how companies from automotive and banking to healthcare and travel, have taken the task of simplifying the customer experience to new levels with [The Evolution of Common Customer Experiences](#).

[Available online](#), in print or via mobile device, *Customer Strategist* is published quarterly and provides executives with insights that lead to innovative strategies for building more profitable customer relationships. It facilitates learning and action by presenting the most progressive thought leadership and providing access to the proprietary methodologies of Peppers & Rogers Group and TeleTech.

<sup>1</sup>Gartner, Magic Quadrant for CRM and Customer Experience Implementation Services, Worldwide, December 2016

#### 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 40,000+ 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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