

# Growth and Retention

## Grow your customer base - don't just replace it

Once you've established a relationship with your customer, the ongoing goal is to build it and keep it growing. Our Customer Growth and Retention solutions leverage data, customer segmentation, and multichannel strategies to engage customers in an ongoing conversation that increases advocacy, Net Promoter Scores®, and customer lifetime value. From on-boarding to loyalty and customer retention, our relationship architects help companies design and execute integrated sales centers and marketing programs that deliver what matters most - more revenue generation.

## Strategic capabilities and services

Our Customer Growth and Retention approach isn't just a highly evolved technology—nor is it simply a team of specially-trained sales professionals; it is an integrated end-to-end solution that focuses on driving new revenue and keeping existing customers loyal while minimizing your time spent managing vendors. This is a strategic growth and retention capability for smarter marketing decisions and flawless sales execution. We offer:

### Life cycle management

Engage customers in ongoing conversations that enhance your brand experience and deepen relationships by delivering the right offer at the right time. Prioritize sales initiatives through segmentation modeling, welcome new customers, revive inactive ones, or target at-risk customers with an informed, tailored approach. We improve the efficiency of your sales program and drive revenue from acquisition through reactivation.

### Onboarding messages and welcome kits

Targeted email messages are triggered when a new contact enters your marketing database, whether through online or offline sales conversion. Build custom messages and auto responses to customers based on the offer that triggered the conversion.

### Cross-sell / Up-sell programs

Our programs increase the lifetime value and incremental revenue of customers by tailoring offers to complement and enhance your brand's impact on their lives. Our associates are skilled at creating rich relationships; we support them with the right data so that every relevant sales opportunity is explored.

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## Why TTEC?

Customer Growth and Retention is a comprehensive service offering that spans customer growth strategy, outcomes, and everything in between. It combines customer data analytics technology with customer engagement touch plans, as well as retention campaign design, multichannel delivery, and just the right amount of human contact to motivate existing customers to stay engaged. As an integrated solution, our Customer Growth and Retention offering unites capabilities, technologies, and services into a single solution to expand your existing customer base and build lifetime customer value. Powered by a technology-enabled sales engine that delivers more relevant sales and marketing offers across every channel, this solution will enable you to design personalized experiences and deliver customized offers that evolve over time as your customers' behaviors change.

## Clients choose us for:

- A holistic sales solution backed by customer data and research
- A jointly designed partnership delivers higher ROI
- Not just software or manpower, but an integrated and strategic sales development capability
- A performance-based pricing model tied to revenue outcomes

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## About us

TTEC (NASDAQ: TTEC) is a leading global provider of customer experience, engagement, growth and trust and safety solutions delivered through its proprietary end-to-end Humanify™ Customer Engagement as a Service offering. Founded in 1982, the Company helps its clients acquire, retain, and grow profitable customer relationships. Using customer-centric strategy, technology, processes and operations, TTEC partners with business leadership across marketing, sales and customer care to design and deliver a simple, more human customer experience across every interaction channel. TTEC's 49,500 employees live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit [ttec.com](http://ttec.com).

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