

1ST
AWESOME
ISSUE

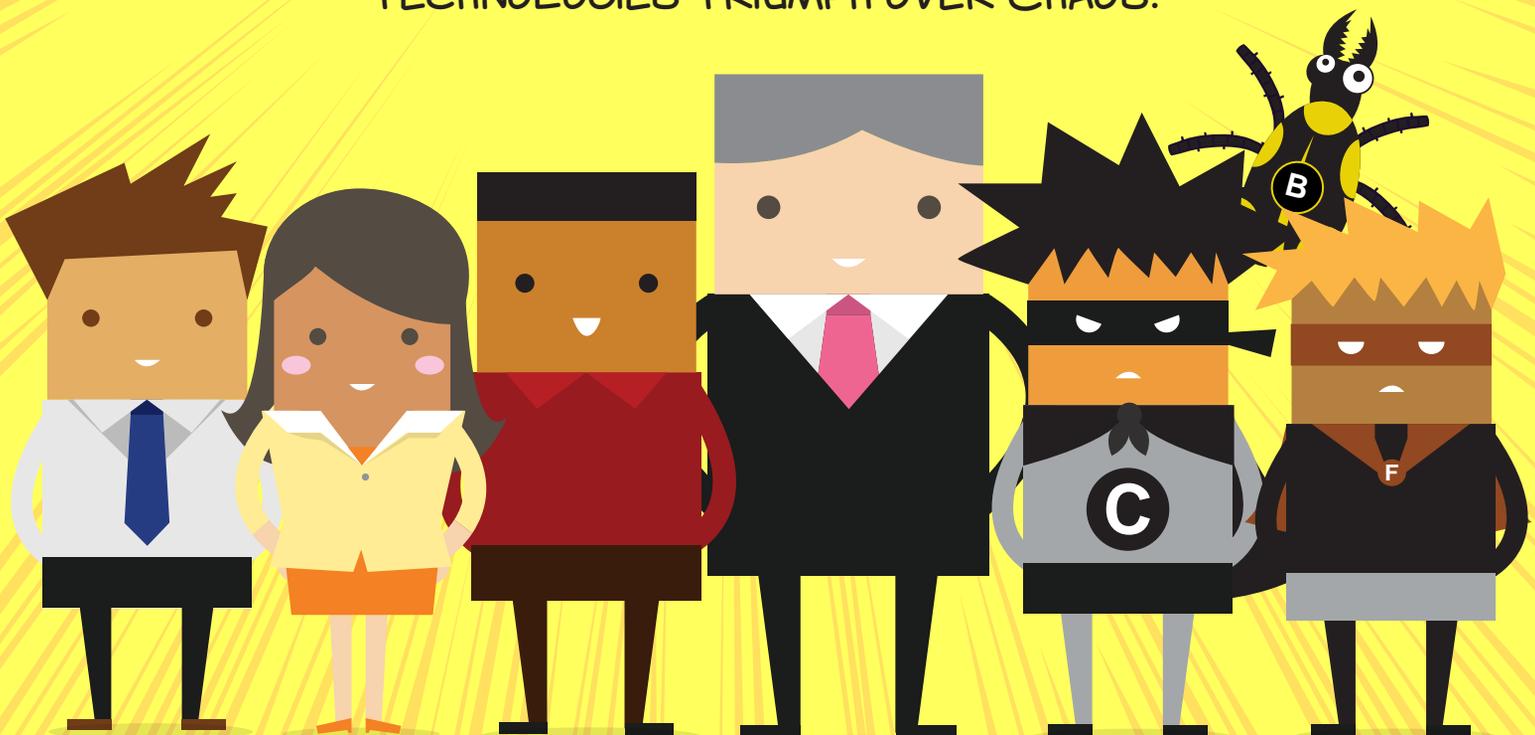
LIMITED
EDITION

JAN 2017 **1**

THE ADVENTURES OF **TELETECH** **CX**

IN THIS ISSUE:
FIGHTING CHAOS
WITH KNOWLEDGE

A STORY OF HOW TOP TALENT AND
TECHNOLOGIES TRIUMPH OVER CHAOS.



MEET TELETECH CX

MARTY



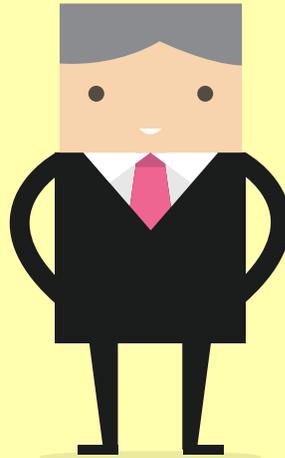
EVP OF EXCELLENCE

3 decades of experience

Raising client and employee NPS to all-time highs

3-time Iron Man winner

KEN



CEO, CHIEF CUSTOMER ADVOCATE

Dedicated to making the world safe for customers

34 years fighting customer experience (CX) mediocrity

Started his career selling puka shells

RANDY



CUSTOMER GUIDE

Newly hired TeleTech team member

Bilingual

Loves helping people and appreciates leadership by example

MARCELA



CUSTOMER CONCEIRGE

5 years and counting with TeleTech

Started as a CSR, promoted to team lead and site supervisor

Loves reading and large dogs

MEET THE VILLIANS

CAPTAIN CHAOS



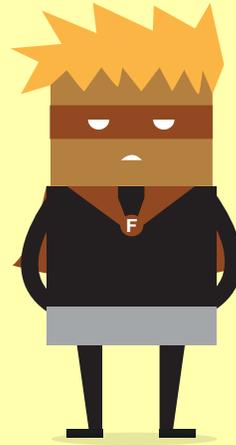
LEAD VILLIAN

History of being an abused customer

Master plan to ruin CX across the globe

Hates sunshine, puppies, and smiles

KID FRICTION



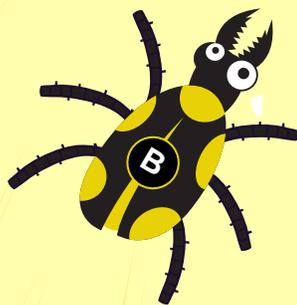
VILLIAN'S SIDE KICK

Recently fired as IVR voice talent

Takes pleasure in others' frustrations

Met Captain Chaos at a puppy-haters convention

BUG



A BUG

Pet of Captain Chaos and Kid Friction

Expert in system infiltration and general disruption

Enlarged following an accident at an energy company's contact center

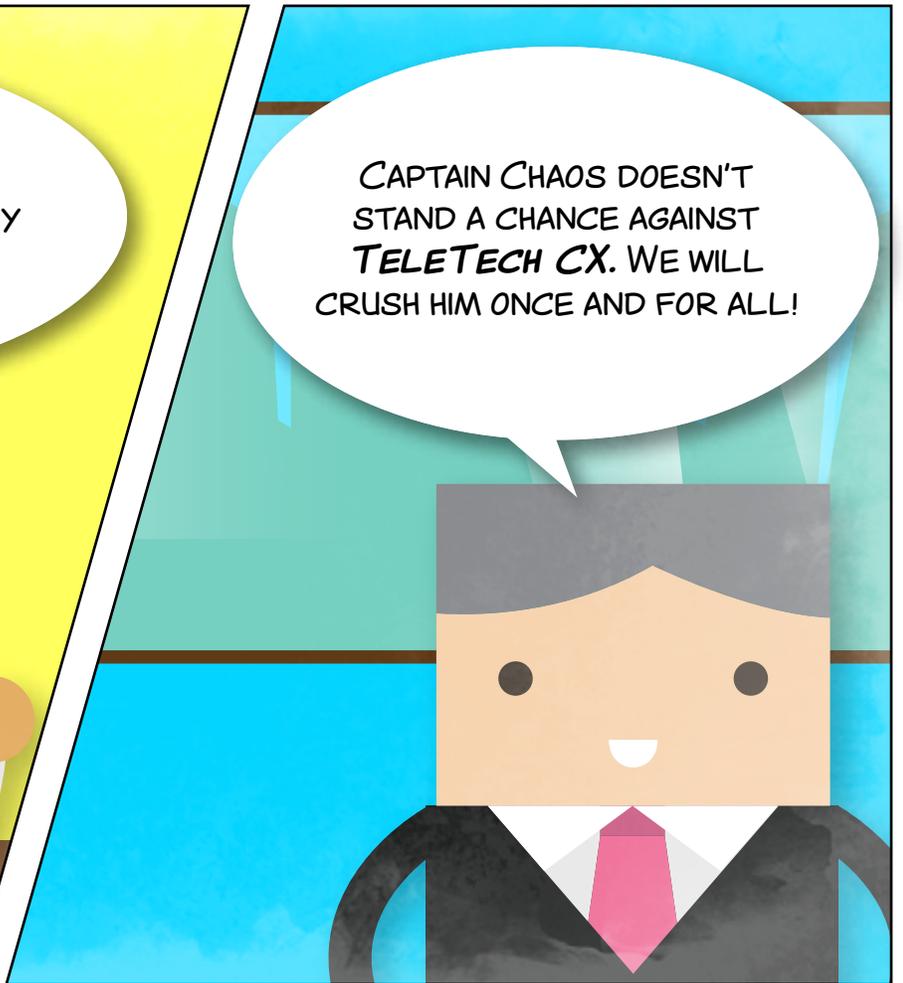


YOU KNOW HE IS
BACK.

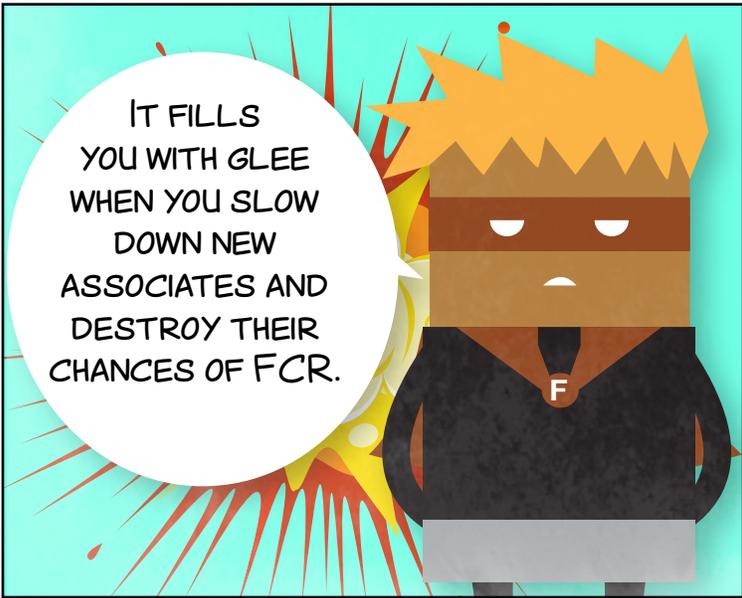
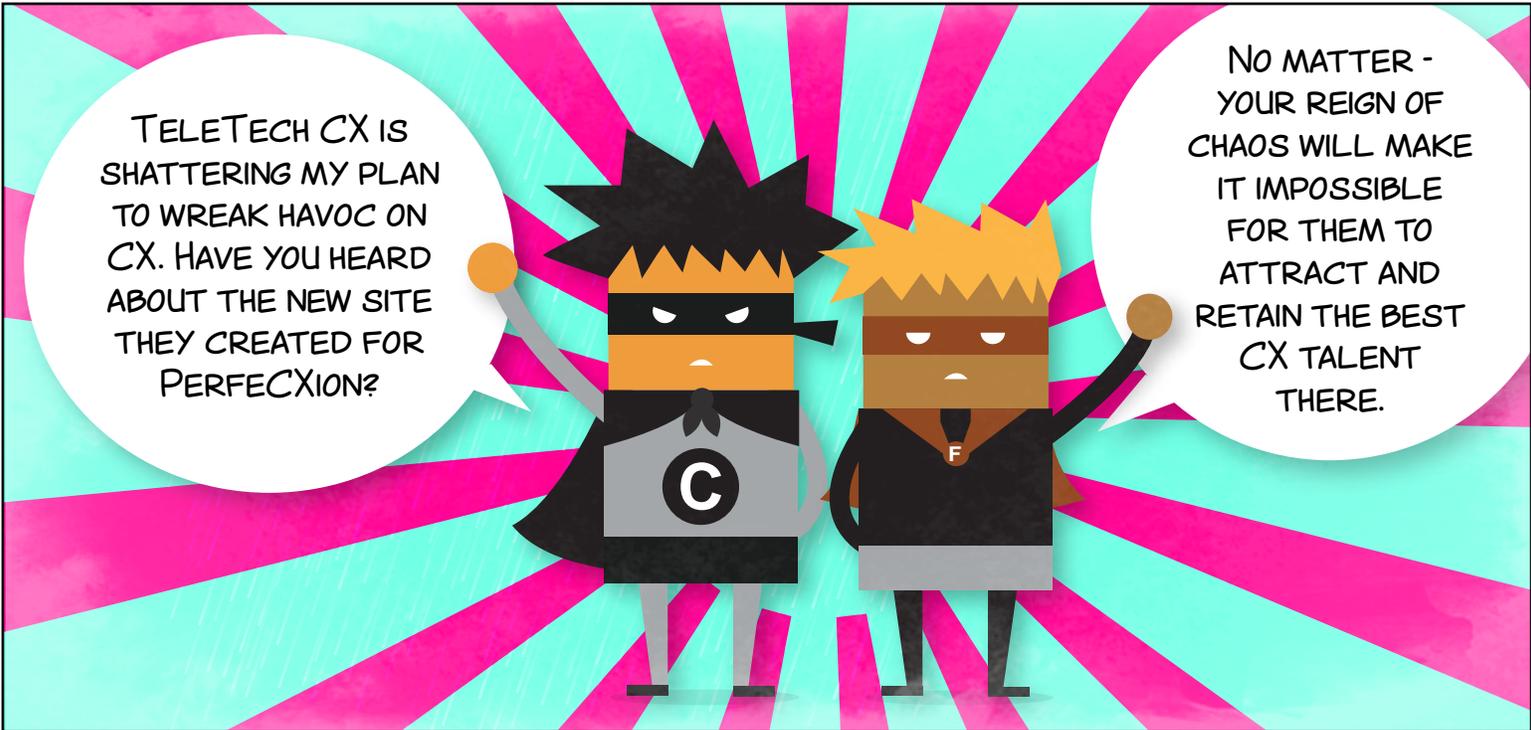
I'M NOT WORRIED,
WE ARE WELL
PREPARED.

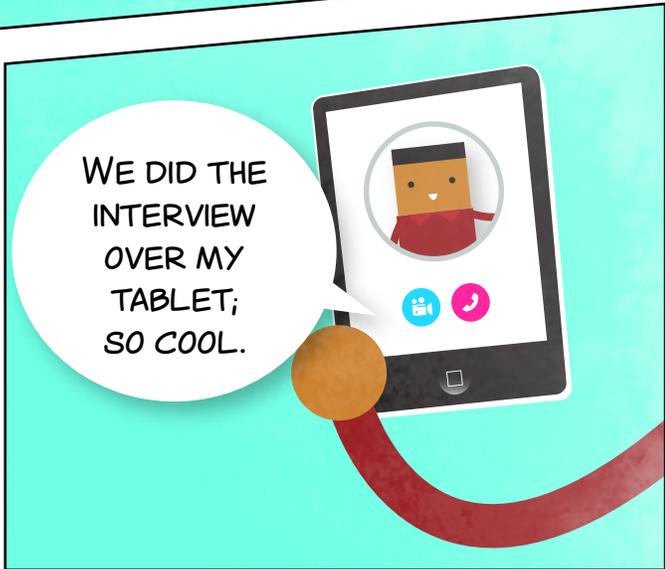


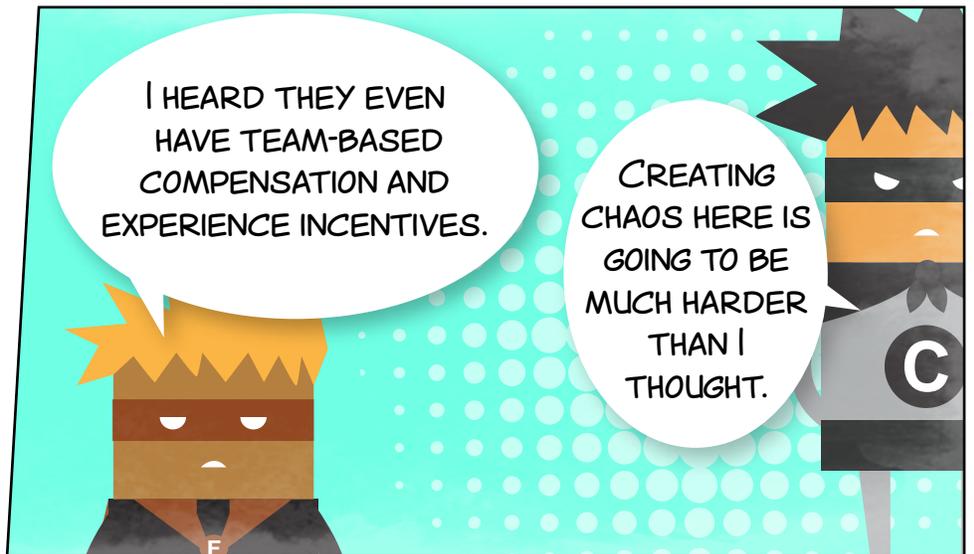
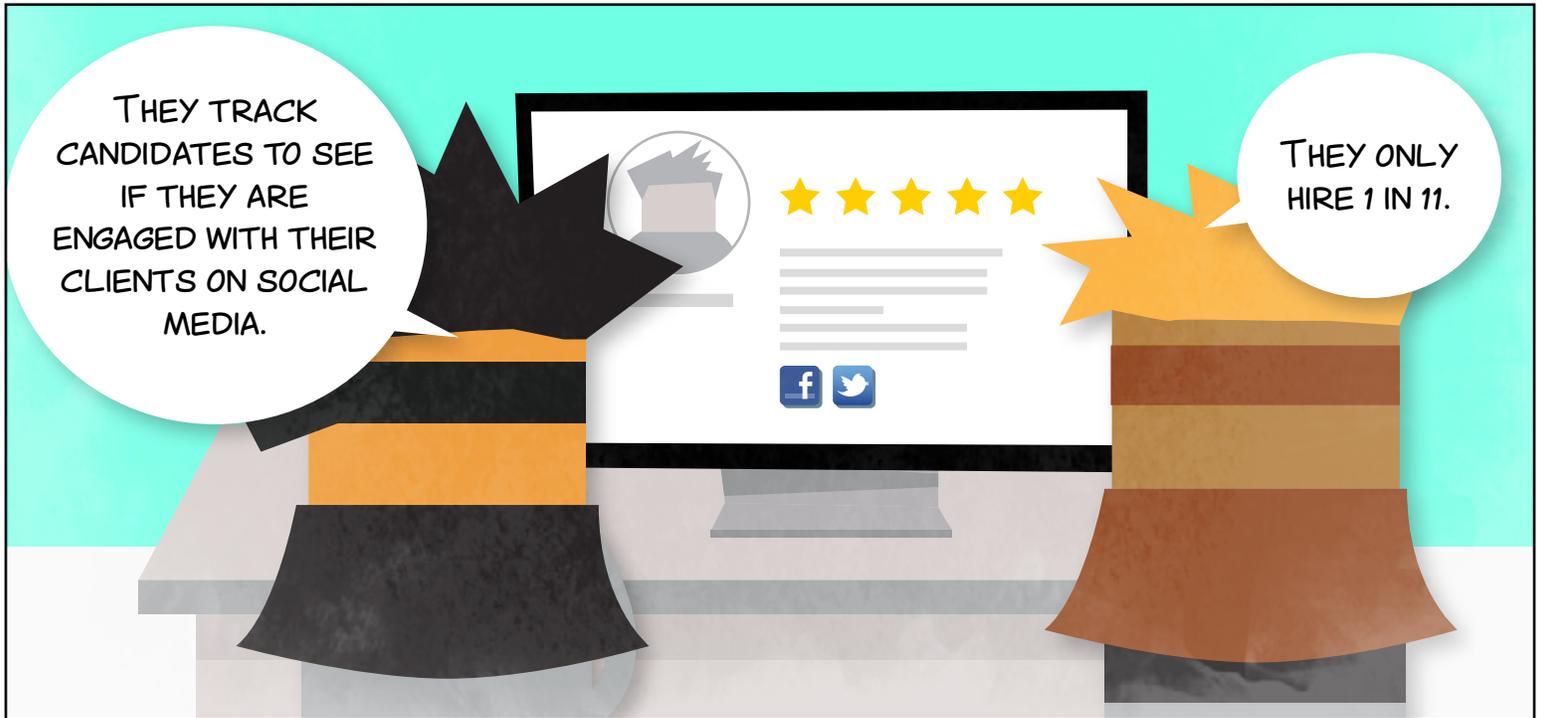
YOU'RE RIGHT!
BUT WE STILL HAVE TO BE READY
IN CASE HE SHOWS UP.



CAPTAIN CHAOS DOESN'T
STAND A CHANCE AGAINST
TELETECH CX. WE WILL
CRUSH HIM ONCE AND FOR ALL!







DAY 1: I WAS WELCOMED AS PART OF THE PERFECXION TEAM. THE BRAND WAS EVERYWHERE!



I WAS PART OF A TRAINING CLASS FOR TWO WEEKS. THEY FED ME BRAIN FOOD, AND WE PLAYED LOTS OF GAMES.



SIMULATED LEARNING HELPED PREPARE ME FOR WHAT IT WOULD BE LIKE TO WORK WITH CUSTOMERS.



I WAS SO PROUD TO BE ONE OF THE 560 NEW TEAM MEMBERS THAT GRADUATE EACH WEEK.



MY MENTOR AND COACH WERE THERE TO SUPPORT ME THE WHOLE TIME.

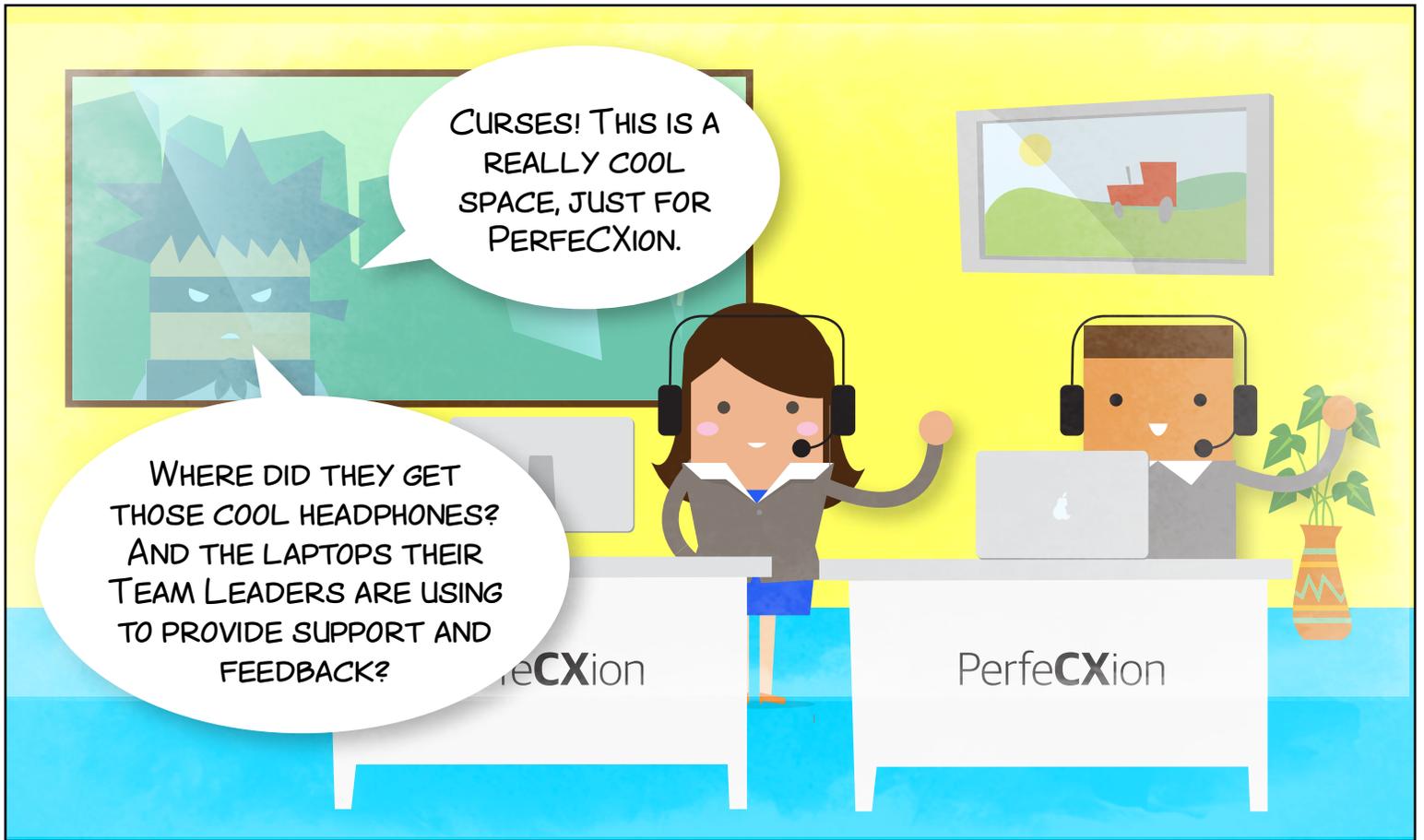


I'M PROUD TO BE A PART OF MY TEAM.



BUT THEY'VE TOLD ME I NEED TO BE CAREFUL. CAPTAIN CHAOS IS OUT THERE.





CURSES! THIS IS A REALLY COOL SPACE, JUST FOR PERFECXION.

WHERE DID THEY GET THOSE COOL HEADPHONES? AND THE LAPTOPS THEIR TEAM LEADERS ARE USING TO PROVIDE SUPPORT AND FEEDBACK?

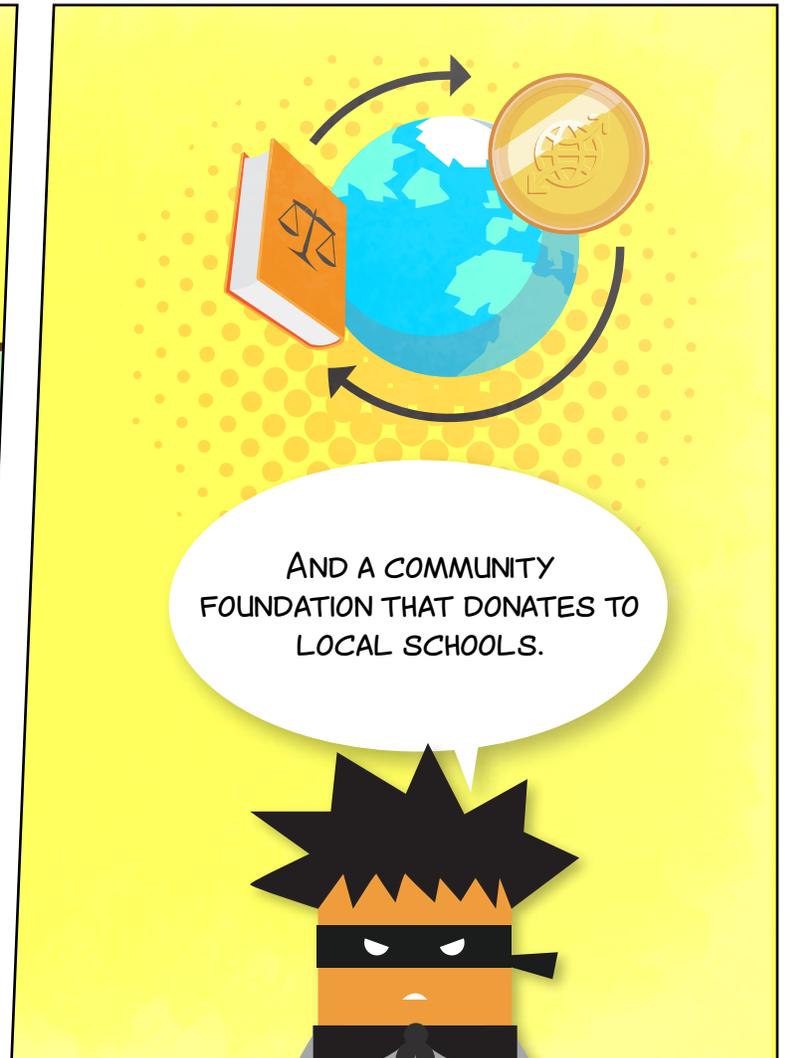
PerfeCXion

PerfeCXion



LOOK AT THEIR DEDICATED QA TEAM! I HEAR THEY ANALYZE 360,000 NPS SURVEYS A YEAR. AND THEY SHARE BEST PRACTICES ACROSS THE GLOBE.

IT LOOKS LIKE THEY'RE HAVING FUN. I'VE HEARD THEY HAVE COMPANY SPONSORED SPORTS TEAMS.



AND A COMMUNITY FOUNDATION THAT DONATES TO LOCAL SCHOOLS.



HE'S
CLOSING IN!



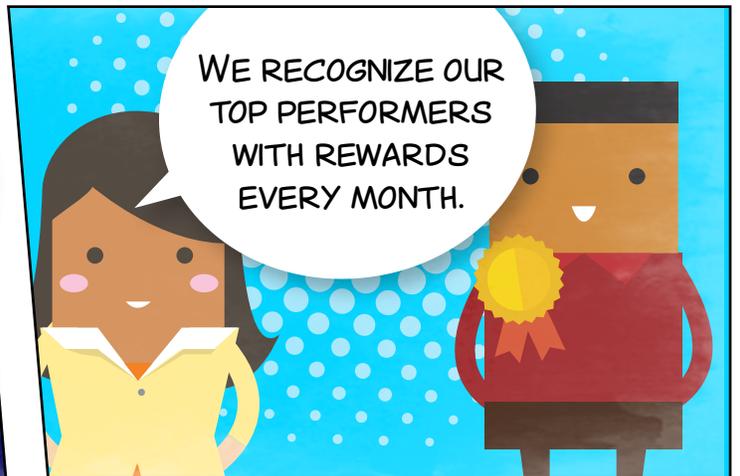
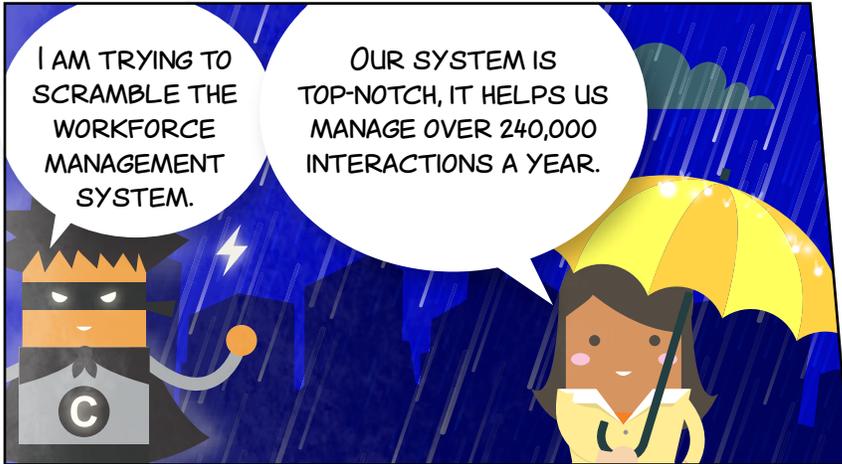
I'VE SEEN THE
TROUBLE CAPTAIN
CHAOS CAN
CREATE. BUT WE
ARE PREPARED, AND
KNOW HOW TO FIGHT
HIM OFF.

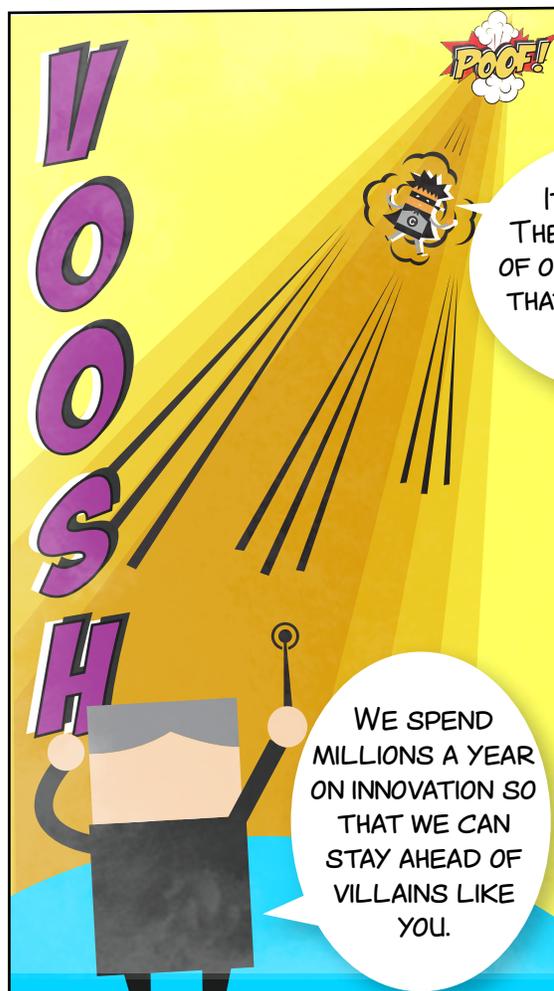


STAY ON
HIGH ALERT!



ABSOLUTELY.
EVERYONE IS FOCUSED
ON CAPTURING CAPTAIN
CHAOS IF HE GETS IN.





TELETECH CAN HELP YOU, TOO!

WE KNOW THAT FIGHTING CHAOS IN THE CONTACT CENTER IS EASIER SAID THAN DONE. THAT'S WHY WE'VE CREATED THE "BE BETTER: OPERATIONAL ASSESSMENT QUICK CHECK." IT CAN HELP YOU IDENTIFY YOUR CX PAIN POINTS, AND WILL GIVE YOU THE TOOLS YOU NEED TO BEAT CHAOS ONCE AND FOR ALL!

TeleTech®

TeleTech.

TAKE THE ASSESSMENT AT [TELETECH.COM/OPSQUIZ](https://www.teletch.com/opsquiz)

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 41,500 EMPLOYEES LIVE BY A SET OF CUSTOMER-FOCUSED VALUES THAT GUIDE RELATIONSHIPS WITH CLIENTS, THEIR CUSTOMERS, AND EACH OTHER.

TO LEARN MORE ABOUT HOW TELETECH IS BRINGING HUMANITY TO THE CUSTOMER EXPERIENCE, VISIT [TELETECH.COM](https://www.teletch.com).