

WELCOME ABOARD

Preparing for tomorrow's
passengers, TODAY.

TeleTech.



Mobility and digitization have fundamentally changed how customers connect with brands.

2bn

Global smartphone
users (2015)

100x

user reaches for
smartphone daily

8hr

spent
online daily

85%

of a consumer 's relationship with a brand to be
managed without human interaction by 2020

This presents challenges but also opportunity.



Enhance Technology

Add new technologies to reduce costs and improve CX



Optimize Operations

Tailor support model to deliver excellence and reduce risk



Accelerate Growth

Leverage revenue generating best practices to deliver incremental revenue

Enhance Technology



72% of customers prefer using a company's website to answer their questions*

Empowering customers to serve themselves online not only increases customer satisfaction, but reduces support costs by more than

50x**

77% of customers prefer online chat over speaking with live agents by phone

Customers who engage with chat associates are **3.5x** more likely to convert than those who don't

CUSTOMER TRENDS

Consumers expect to interact seamlessly across multiple channels. They want answers fast and are willing to find them on their own.

*Source: Forrester

**Source: Oracle



How to capitalize

- Implement lower cost to serve channels, such as self-help and chat support, which drive improved customer experience.
- Enhance your website and passenger app with intelligent self-help tools and chat capabilities that enable improved planning and onboard experience.
- Leverage TeleTech's proprietary Humanify platform to enhance, and remove friction, from the cross-channel customer journey.
- Keep customers engaged between voyages with proactive news, pictures and updates.

Optimize Operations



58% of consumers say a company's customer experience has a significant influence on whether they will purchase from them

\$83 billion is lost each year in the U.S. due to poor customer experiences

90.4% of consumers said they would stop doing business with a brand because they are frustrated with the experience

CUSTOMER TRENDS

Customer experience leaders have shaped consumer expectations. Wherever customers go today, they expect a first-class experience.



How to capitalize

- Optimize the operating environment to ensure your business is well positioned to deliver superior results today and into the future.
- Create efficiencies and achieve a consistent level of exceptional service across multiple brands.
- Tailor the current support model to create a frictionless environment during the planning and onboard experiences.
- Treat your VIPs like VIPs by leveraging skilled onshore resources to support your most valuable customers.
- Augment traditional contact center locations with a team of virtual agents working from home, ideal for addressing unexpected fluctuations in call volume created by weather events, health concerns, etc.

Accelerate Growth



80% of a company's future revenue will come from 20% of its existing customers

The probability of selling to an existing customer is **60-70%** compared to 5-20% for new customers

Existing customers are **50%** more likely to try new products

Existing customers spend **31%** more when compared to new customers

CUSTOMER TRENDS

Each customer experience significantly impacts the likelihood of future revenue from that customer.



How to capitalize

- Ensure media spend is relevant and efficient.
- Maximize media investment with SEO to achieve online goals sooner.
- Leverage targeted, personalized experiences at an individual level.
- Facilitate the delivery of branded content across devices, platforms and throughout the buying cycle.
- Drive upsell/cross-sell effectiveness by leveraging data. (i.e., use targeted data to upsell passengers to premium rooms to improve ship utilization and deliver incremental revenue)
- Adapt a low-risk, Pay-for-Performance philosophy.



Your Next Destination

SEE WHERE IN THE WORLD WE CAN TAKE YOU

TeleTech's innovative solutions can take your customer experience to the next level. Let us get to know you a little better and fine-tune our recommendations via a complimentary assessment of current operations, a one-time exclusive offer.

THE BENEFITS

Quick-hit improvement opportunities that can impact customer experience, operational efficiency, and profitability.

Request your assessment today by contacting Ingrid Guenther at **303.397.8290** or **iguenther@teletech.com**

Industry Awards

TeleTech.

TeleTech named to Top 100 Companies for Telecommuting Jobs List by FlexJobs



TeleTech wins nine 2016 Stevie® Awards for Sales & Customer Service

CIOReview

eLoyalty selected for CIO Review Top 20 List for two consecutive years



eLoyalty recognized for Excellence in Customer Satisfaction in the United States; Cloud Contact Center Partner of the Year for two consecutive years; Best Competitive Contact Center Win

AVAYA

Avaya Connect Partner of the Year



TeleTech wins gold medal from Chief Learning Officer Magazine

Customer Awards



USAA Strategic Supplier Excellence Award



Best Buy Customer Care Vendor of the Year for two consecutive years



Google Partners All-Star Award

An underwater photograph showing a group of people swimming and smiling. The water is clear and blue, with sunlight filtering through from above, creating a bright and joyful atmosphere. The people are in various swimming poses, some with their arms extended towards the camera. The overall mood is happy and energetic.

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 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 [teletch.com](https://www.teletch.com).

TeleTech.