Powering Knowledgeable Customer Journeys

TTEC's integrated and accessible customer relationship management solutions are the foundation of an exceptional customer experience

When contact centers fail associates, they fail customers

Productivity, operational efficiency, and customer satisfaction are all adversely impacted when Customer Relationship Management (CRM) systems aren't properly integrated into a company's contact center. On one side, associates are challenged by disconnected systems, multiple knowledge bases, and a lack of back-office connectivity. On the other side, customers are frustrated by a lack of consistency and personalization.
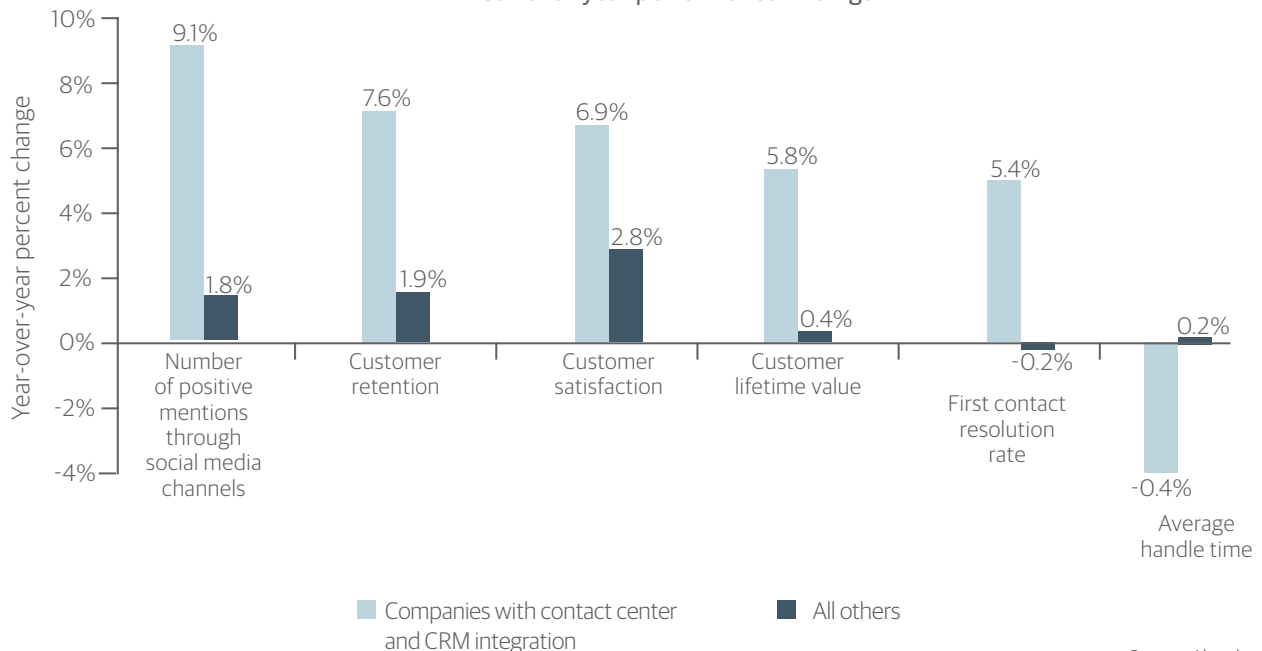
Inconsistent service across channels

Low agent productivity

Poor customer service

=

Unhappy customers

TTEC's CRM Practice Areas of Expertise:

Discovery assessment

Demo and proofs of concepts

CRM system design and implementation on any platform

User training

Certified Salesforce.com® engineers

Managed services

Integrated systems for the win

The development of a seamlessly integrated contact center and CRM solution by experts in the field alleviates the pain points of multiple screens, disparate applications, and disconnected experiences. In fact, an Aberdeen Group report shows that the benefits of contact center and CRM integration not only improve the associate and customer experience, but extend across numerous critical company areas:

The strategic value of contact center and CRM Integration
Year-over-year performance findings

Year-over-year percent change

Metric	Companies with contact center and CRM integration	All others
Number of positive mentions through social media channels	9.1%	1.8%
Customer retention	7.6%	1.9%
Customer satisfaction	6.9%	2.8%
Customer lifetime value	5.8%	0.4%
First contact resolution rate	5.4%	-0.2%
Average handle time	-0.4%	0.2%

■ Companies with contact center and CRM integration   ■ All others

Source: Aberdeen Group 2013

TTEC delivers remarkable CRM solutions

TTEC offers a dedicated CRM practice focused on Salesforce.com® consulting and integration, complete with a deep expertise in Service Cloud® as well as other CRM systems. In addition, TTEC's certified professionals have perfected their CRM mastery developing integrated systems in TTEC's contact centers and business units as well as in enterprises both large and small.

The core capabilities of our CRM practice include:

– Building the technology vision

– Implementing the technology

– Managing change across business users

– Supporting the application long term

TTEC's CRM solutions empower your associates to deliver exceptional customer experiences and journeys every time.

Benefits of an TTEC CRM solution

Design and implementation of a best-in-class CRM solution transforms contact center performance and effectiveness in a number of ways, including:

Associates empowered by technology. As we've learned, the associate experience drives the customer experience. If you give associates the context and tools they need to succeed, your customers will in turn feel the love.

Customer service on customers' terms. An integrated and high-touch service experience across channels with access to full interaction history – especially for customers seeking a "wow, they really get me!" transaction.

Enhanced and integrated self-service solution. Delivering IVR information to the CRM console serves to greatly improve first contact resolution.

Customer-facing corporate culture. Connecting back-office systems and providing a single knowledge base allows every person to be a customer service person.

When associates are equipped with integration across channels and a unified single desktop they are armed with historical and real-time customer data across the enterprise. They are also empowered by the ability to capture self-service information. When this happens, your company is positioned to surpass the competition with a brand-differentiating customer experience.

> "TTEC does it all for us using Service Cloud."
>
> –Director, Customer Experience,
> Major Automotive Manufacturer

Auto Manufacturer Drives Customer Experience Improvements in Service and Sales

Largest Automotive OEM in North America.

Implemented an integrated Salesforce® Service Cloud® CRM solution and customer database that would serve eight lines of business.

Integrated 40 different interaction points and over 500 custom data tables.

Integrated with all legacy systems.

Enabled inbound and outbound CTI and multi-channel interaction —IVR, Web, Mobile Social, Sales Chat.

About TTEC

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.

ttec™

solutions@ttec.com
+1.800.835.3832
ttec.com