



Unlock customer value by understanding true intent

A competitive advantage for Fintech

In today's age of the customer, understanding and mapping customer intent – and empowering employees to serve that intent – is important for providing amazing CX. Correctly understanding why your customer is contacting you can save time, money, and frustration for both your customer and your brand. Proactive, personalized CX should be a part of every fintech company's strategy – know your customers, know the best way to serve them, and know how to deliver consistent experiences. TTEC's Managed Intent Solution helps you truly understand your customers and their intents so you can exceed expectations and unlock value.



The current reality paints a stark picture

28% of organizations have access to context-based insights that drive a personalized customer engagement plan



Those that get it right reap rewards

Effective customer intent mapping improves delivery model efficiency and flexibility by at least 25%

What is customer intent and how do you capture it?

Customer intent is the thoughts and behavior behind a customer interacting with your brand



Observed

Data you gather straight from the ideal customer profile you're targeting. That means it's super accurate and doesn't require extra interpretation.



Inferred

Data that has been interpreted based on the ideal customer profile online behavior. It's a little less accurate but can help you detect early signals.

Facts & Figures

60%

of customers expect companies to understand their unique needs and treat them as individuals

80%

of consumers are more likely to purchase when brands offer personalized experiences

76%

of customers expect consistent interactions across departments

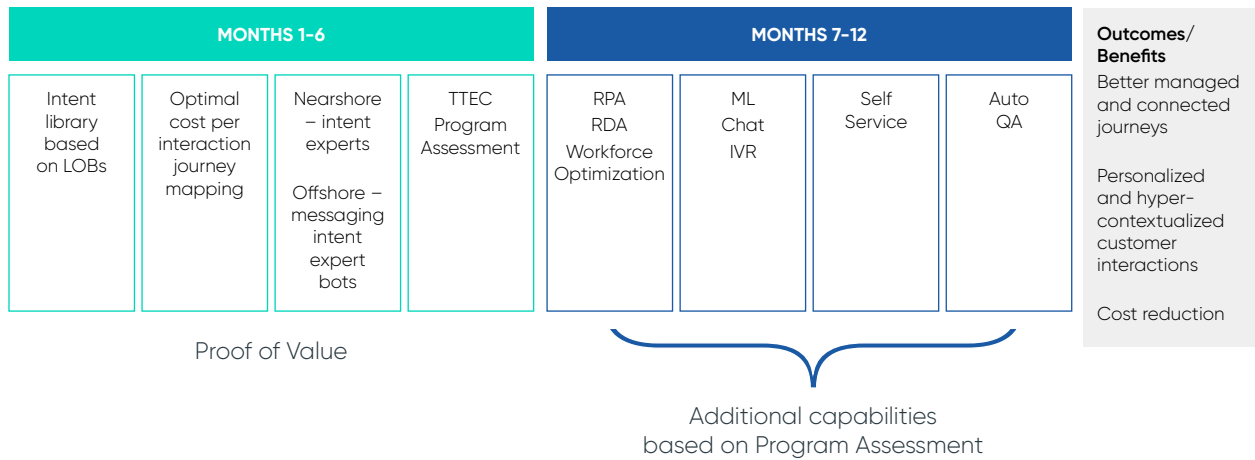
Type of Intent	What this Data Tells You
<p>Psychographic</p>	<ul style="list-style-type: none"> - Identify new Ideal Customer Profiles (ICP) - Prioritize customer segments - Alert reps on when to reach out/choose platforms on which to market - Design a message that will resonate
<p>Engagement</p>	<ul style="list-style-type: none"> - Identify and prioritize customer segments based on level (or absence) of engagement - Run cross-sell plays against existing customers showing interest for additional products - Determine which of your products or services in which the customer segment is interested - Detect spike in interest
<p>Relationship</p>	<ul style="list-style-type: none"> - Get a pulse on the strength/risk of the relationship with customers due to weak relationships, and act before it's too late
<p>Technographic</p>	<ul style="list-style-type: none"> - Typical tech combinations causing errors/friction for consumers - Predict what technology will be needed in the future based on the search surges
<p>Hiring</p>	<ul style="list-style-type: none"> - Determine what a competitor is focused on and investing in based on the people they hire - Predict what technology a competitor will add in the future based on the people they recently hired (think: international expansion, globalization, AI & ML, infrastructure, productivity, culture, etc.)
<p>Research</p>	<ul style="list-style-type: none"> - Create your content calendar based on topics your ICP cares about - Identify consumers that are showing interest in a competitor and create de-positioning messaging campaigns - Identify consumers that are showing intent but not yet aware of your brand and run a campaign to drive them to your site



Our Managed Intent Solution works in two ways



6-12 months is all it takes to deliver optimized CX at the lowest cost per interaction



Why TTEC

Our Managed Intent Solution combines human expertise with pre-built powerful predictive analytics to drive informed decision making, cost reduction, and enhanced customer experience.



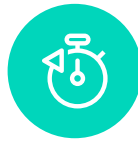
We know baseline and what good looks like

Our proprietary intent library with observed and inferred intents can be used to derive actionable insights per Lines of Business and type of intent



We deliver hyper-personalization

Our multiple contextual and connected channels allow us to deliver personalized interactions at every touchpoint



Near real-time learning and insights to pivot and optimize quickly

Our robust set of dashboards deliver insights for fast and enhanced decision making



CX is all we do

We have 40 years experience and a dedicated team of experts to provide data-driven strategic and targeted recommendations to improve your customer experience

About TTEC

TTEC Holdings, Inc. (NASDAQ:) is one of the largest global CX (customer experience) technology and services innovators for end-to-end, digital CX solutions. The Company delivers CX technology and operational CX orchestration at scale through its proprietary cloud-based CXaaS (Customer Experience as a Service) platform. Serving iconic and disruptive brands, TTEC's solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey. Leveraging next-gen digital and cognitive technology, the Company's Digital business designs, builds, and operates omnichannel contact center technology, conversational messaging, CRM, automation (AI / ML and RPA), and analytics solutions. The Company's Engage business delivers digital customer engagement, customer acquisition & growth, content moderation, fraud prevention, and data annotation solutions. Founded in 1982, the Company's commitment to CX excellence has earned its leading client NPS scores worldwide. TTEC's nearly 65,000 employees operate on six continents and bring technology and human ingenuity together to deliver happy customers and differentiated business results. To learn more, visit us at www.ttec.com.