

# Amazing customer interactions powered by insights

## Humanify™ Insights Platform

In today's digital world, the ability to effectively leverage data presents a real competitive advantage. Companies must collect, analyze, understand – and most importantly apply customer data to make customer experiences better. The Humanify™ Insights Platform integrates data between silos so you can unlock a 360-degree view of your customers and deliver personalized experiences at scale.

### Integrate data for a holistic view of your customers

Data silos are broken down to uncover a holistic view of your customers and business operations. The unified data is visualized into a comprehensive set of dashboards that dynamically report KPIs and trends.

### Monitor and predict customer behavior to drive actionable insights

Real-time customer monitoring enables predictions about customer behavior - uncovering actionable insights that drive transformative business improvements.

### Deliver personalized experiences at scale

Predictions and actionable insights are operationalized through decision engines that interface with the technologies used to deliver the customer experience. The decision engines orchestrate the right customer interactions.

### Humanify™ Insights Platform delivers real-world results

#### +500% ROI

Streamlined topics leading to dozens of product, training, and customer experience improvements

#### 20% retention improvement

Proactively anticipate and eliminate customer churn

#### 14% CSAT improvement

Satisfied customers with increased lifetime value

#### Real-time decisions

Improved agility and better business decisions

# Why TTEC

## Humanify™ Insights Platform



### Speed to execution

Platform is stood up in 8-12 weeks

Common architecture is built for rapid deployment

Cloud-based solution is modular and flexible to meet business needs quickly



### Insights-driven

World-class consultants and data scientists ensure clients get the most value from their data and tech

Highly-skilled analysts, technologists, and customer experience experts create a diverse delivery team



### Customer expertise

Experts in customer care operations, CX/DX, and marketing

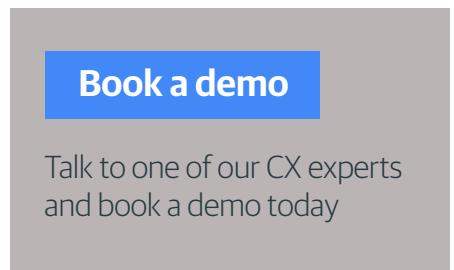
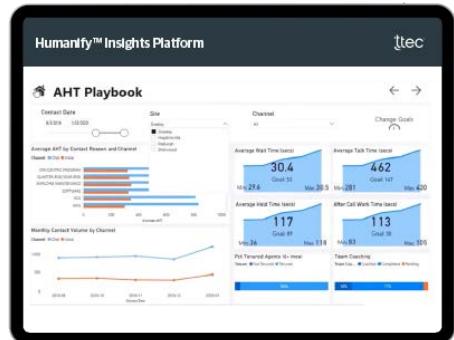
TTEC handles more than 3.5 million interactions every day

Pre-built algorithms are function and industry specific, leveraging our expertise



### Operationalized

Findings are tested against real-world application, and then embedded into operations workflows for immediate impact



### About us

TTEC Holdings, Inc. (NASDAQ: TTEC) is a leading global customer experience technology and services company focused on the design, implementation and delivery of transformative customer experience for many of the world's most iconic and disruptive brands. TTEC Digital delivers outcome-based, human-centric, tech-enabled, insight-driven customer experience solutions. TTEC Engage operates customer acquisition, care, fraud prevention and detection, and content moderation services. These two offerings combined deliver flexible and extensible customer experience solutions at scale. Founded in 1982, with nearly 50K employees and offices on six continents across the globe, the company and its employees are proud to 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 [www.ttec.com](http://www.ttec.com)