



Economic headwinds on the horizon

Navigating uncertainty with TTEC's CX Cost Savings Guarantee

Steer through the headwinds in the C&M industry with proven approaches guaranteed to deliver rapid results

Communications and media companies (C&M) have begun positioning themselves for a prolonged soft economy where consumers pull back on spending. Business leaders must figure out how to increase operational efficiencies and savings while still providing exemplary customer experiences that build brand loyalty over the long term.

Market forces drive C&M industry uncertainty



Signs of economic shifts

- The global entertainment industry is set to lose \$160 billion in growth over the next five years.¹
- Analysis suggests that the economic impact on telecoms will be a 1% decrease on total growth around the globe.²



Labor and wage war

- A 2020 report from the Economic Policy Institute (EPI) says that the telecom workforce is suffering from a lack of wage growth.³
- US job openings surged in 2021 and early 2022, but now companies appear to be reining in the hiring process to cut costs and realign strategy.



Labor/talent shortage

- 40% of workers want flexibility over when and where work gets done.⁴
- Hiring skilled workers such as network engineers and wireless technicians is a challenge for the wireless industry.



Customer churn

- 52% of consumers canceled a phone, internet, TV or cable contract due to the quality of customer service they received.⁵
- 79% shared their dissatisfaction with the level of service they received with other people.⁶



At-risk brand loyalty

- Even though spending tends to drop during economic unpredictability, brands that focus on their most loyal and profitable customers are more likely to keep their business stable.
- 50% of loyal customers have left a company for a competitor that better met their needs.⁷

Sources:

1) *Ampere Analysis*; 2) *International Telecommunication Union*; 3) *Economic Policy*; 4) *Korn Ferry*
5) *TechSee*; 6) *TechSee*; 7) *InMoment*; 8) *Omdia*; 9) *Leichtman Research Group*; 10) *The Verge*

The unsteady state of C&M

12%

growth in online streaming in 2020, but the effect was temporary as consumers returned to out-of-home activities.⁸

5.9%

of pay TV subscribers churned in 2020, up from 0.1% in 2014.⁹

13%

increase in cancellations among long-term Netflix subscribers (those who paid for the service for more than three years) up from 10% a year prior.¹⁰

Rethink your business process outsourcing approach with Adapt Now: Sales, Care, Order fulfillment, Back office, Fraud, Tech support

TTEC's 40 years of proven solutions are guaranteed to provide a solid foundation of efficiency and growth for communications and media companies as they address unpredictability in the current market.



Diversify your outsourcing

Optimize your cost basis by outsourcing other areas of business beyond care such as inside sales and back office

Result:

20%

increase in bookings with outbound sales



Explore geo diversity

Optimize your outsourcing strategy by exploring offshore and nearshore options

Result:

60%

cost savings with offshoring



Shift to work from home

Increase employee engagement, decrease turnover and overhead costs with proven work from home models

Result:

39%

drop in cost per sale via @home model



Leverage digital channels

Decrease handle time, reduce cost to serve and improve CX by leveraging non-voice channels

Result:

30%

call deflection via conversational solution



Intelligently automate

Do more with less by empowering customer self-service and augmenting the agent experience

Result:

\$4.3M

cost savings in headcount reduction



Optimize WFM processes

Improve inefficient processes with managed services for WFM, WFO, QA/QM, Knowledge Management

Result:

\$3.1M

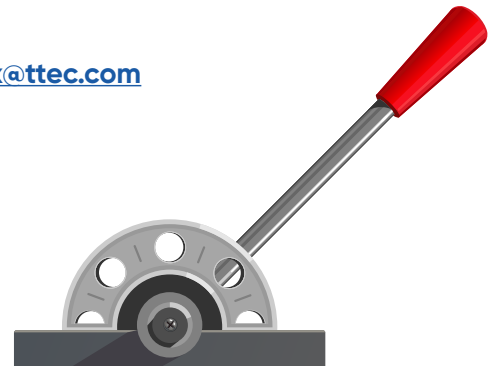
reduced expenses with WFM improvements

Learn about TTEC's CX Cost Savings Guarantee, and find out which levers are right for your business.

Every lever you pull will provide incremental cost savings.

Take advantage of the benefits today by contacting us at cx@ttec.com

Cost savings reflected in the case studies are specific to the clients and the services we provide. The actual savings may vary based on specific opportunities, which we would be happy to discuss with you.



About TTEC

TTEC Holdings, Inc. (NASDAQ: TTEC) 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 ttec.com.