TTEC CARES

Turn every conversation into better performance.

Transform everyday customer conversations into a consistent, scalable measure of experience and operational intelligence.



Analyze and take action on 100% of customer interactions in near real-time.

Traditional quality programs evaluate tiny sample sizes, and surveys capture feedback from only a fraction of customers. By the time trends emerge, the chance to influence the experience is lost.

TTEC CARES — Conversation, Analytics, Resolution, Effort & Sentiment — transforms every customer conversation into a consistent, scalable measure of experience.

100% Interaction Coverage:
Analyzes conversations across the whole journey.

Actionable Answers:
Moves beyond "How did we score?" to "Why did it happen & what next?"

Early Warning Signals:
Detects experience friction before it impacts retention.

One CARES score. Three critical signals.

Every interaction tells a story. TTEC CARES brings three of its most important signals together into one actionable measure. Together, these signals create the CARES Score: a unified measure designed to show the quality of the customer experience at the interaction level and at scale.

RESOLUTION

Did we solve the customer's need?

Measures whether the interaction delivered the outcome the customer was seeking — exposing repeat-contact risk, unresolved needs, and opportunities to improve first-contact resolution.

EFFORT

How hard did the customer have to work?

Identifies friction throughout the interaction, from repetition and unnecessary steps to process complexity and avoidable transfers.

SENTIMENT

How did the experience make the customer feel?

Captures the customer's emotional response throughout the conversation, revealing moments that strengthen — or damage — the relationship.

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From measurement to intelligence

TTEC CARES goes beyond telling you how an interaction performed. It reveals what is driving the experience and where to act. With CARES, organizations can:

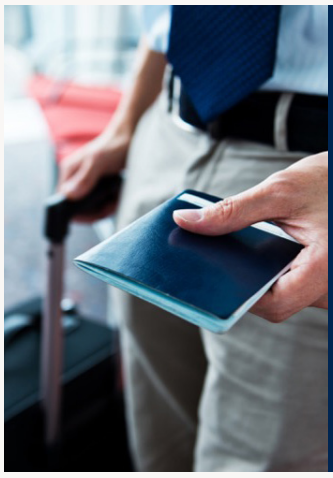
- **Broad Visibility:** Examine the entire customer journey rather than relying on tiny, biased survey samples.
- **Early Detection:** Identify experience breakdowns early before isolated issues develop into widespread churn.
- **Root Cause Drivers:** Pinpoint the precise friction drivers behind poor experiences instead of tracking vanity scores.
- **Targeted Coaching:** Prioritize agent training and enablement based on verified customer outcomes.

Travel industry TTEC CARES case study

In an analysis of over 20,000 interactions for a leading travel organization, TTEC CARES identified 8,540 negative experiences concentrated primarily around four core customer needs:

- Booking & Cancellation Friction
- Refund & Policy Escalations
- Baggage & Itinerary Changes
- Account & Loyalty Issues

Instead of just flagging dissatisfied callers, CARES uncovered specific interaction patterns and process friction drivers—providing a clear roadmap for targeted intervention and cost recovery.



20k+
Interactions Analyzed

8,540
Negative Customer Experiences Identified

$1.6M
Associated Cost Impact Exposed

Benefits of TTEC CARES across your organization

CARES turns interaction-level signals into intelligence at every level of the organization:



EXECUTIVES
see where experience risk and opportunity are emerging.



OPERATIONS LEADERS
see which processes, contact drivers, and teams require attention.



TEAM LEADERS
see where coaching can have the greatest impact.



AGENTS
receive clearer direction on the behaviors that create better customer outcomes.

See the experience.

Change the outcome.

Contact us

About TTEC

For over four decades, TTEC has partnered with iconic and disruptive brands to turn customer interactions into meaningful connections. With a global ecosystem of CX experts, we design, build and deliver AI-powered, digital-first customer experiences that span the entire customer lifecycle. Our unique combination of operational excellence and deep technical expertise sets us apart as we work with clients to maximize moments that build trust, inspire lasting loyalty and deliver valuable business outcomes.

Together with our team of architects and builders at TTEC Digital, we integrate data, analytics and AI within the world's leading CX technology platforms to help clients optimize what they already have, integrate what they need next, and achieve powerful business outcomes. Learn more at ttec.com and ttecdigital.com.

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