



## Revana Recognized as Sales Outsourcing Provider of the Year for Third Consecutive Year by Stevie® Awards

April 7, 2014

### REVANA Wins One Gold and Two Silver STEVIE® Awards

DENVER, April 7, 2014 /PRNewswire/ -- [Revana](#), the growth services division of [TeleTech Holdings, Inc.](#) (NASDAQ: TTEC), today announced that it was honored with three [Stevie® Awards in the 9th Annual Stevie Awards for Sales & Customer Service](#), which included Revana being named Sales Outsourcing Provider of the Year for the third year in a row. Along with the Gold Stevie®, Revana's partnerships with [Google](#) and another global client resulted in Silver awards both in the Online Sales and Telesales categories.



The Stevie® Awards for Sales & Customer Service are the world's top sales awards, contact center awards, and customer service awards. The Stevie Awards organizes several of the world's leading business awards shows including the prestigious American Business Awards<sup>SM</sup> and International Business Awards<sup>SM</sup>.

Revana was recognized as Sales Outsourcing Provider of the Year for this third consecutive year for the technology solutions and customer-centric marketing programs that exceed customer service expectations -- while also increasing customer value and revenue. Revana was recognized with a total of three awards:

**Gold:** The Gold Stevie® as Sales Outsourcing Provider of the Year is in recognition of Revana's cumulative excellence throughout the year. Some examples:

- Incremental ROI increased by 2,540 percent over two years for an automobile manufacturer by integrating the manufacturer into the buying process.
- A new sales flow worth \$185 million in additional customer lifetime value for a major cable company.
- Through innovative analytics and a personalized approach, a 40 percent increase in employee engagement for a health insurer's new wellness program.

**Silver:** In the Online Sales Team of the Year category, Revana's work with Google was recognized with a Silver award. Google has seen over \$400 million in revenue -- and a 30 percent increase in satisfaction scores -- through the small- and medium-sized business marketing campaign designed and executed by Revana.

**Silver:** In the TeleSales Team of the Year category, a Silver Stevie® was awarded for Revana's design and execution of a new sales program for a leading wireless provider. A new way to approach a complex product offering exceeded sales goals by 104 percent, with \$2.7 million in annual revenue.

"Once again, we are honored and proud to be recognized by the Stevie Awards for the results of our unwavering commitment to our clients and their customers," said Judi Hand, president of Revana. "Our passion for what we do: finding and nurturing the right relationships in order to maximize their value, meaning, and satisfaction, has continued to be tangibly felt by our business partners. As we continue to invest in our technology and our talent, our fully integrated solutions will continue evolving to meet the needs of a changing marketplace."

Details about the Stevie Awards for Sales & Customer Service and the list of Stevie winners in all categories can be found at [www.StevieAwards.com/sales](http://www.StevieAwards.com/sales).

### ABOUT REVANA

As a recognized leader in technology-enabled revenue generation solutions for over 20 years, Revana helps top brands navigate and profit from change. Utilizing the latest technology and best practices, Revana provides integrated sales and marketing solutions for digital demand generation, lead nurturing and qualification, acquisition sales, growth and retention, sales advisory services, sales and marketing analytics. Recognized by the Stevie Awards in 2012, 2013 and 2014 as [Sales Outsourcing Provider of the Year](#), Revana serves clients across a variety of countries and industries, including communications and media, high technology, online advertising and retail, automotive, financial services and healthcare. Revana is a wholly-owned subsidiary of TeleTech Holdings, Inc. Frost & Sullivan recognized Revana for its [Service Leadership in the Contact Center Outsourcing Market](#) for innovation including its forward-thinking acquisition of WebMetro, one of the [25 largest U.S. Search Marketing Agencies](#). For additional information, visit [www.revana.com](http://www.revana.com).

### ABOUT TELETECH

TeleTech, founded in 1982, is a leading global provider of analytics-driven, technology-enabled services that puts customer engagement at the core of business success. The Company offers an integrated platform that combines analytics, strategy, process, systems integration, technology and operations to simplify the delivery of the customer experience for Global 1000 clients and their customers. This holistic multichannel approach improves customer satisfaction, increases customer loyalty and drives long-term profitability and growth. From strategic consulting to operational execution, TeleTech's over 40,000 employees speaking over 50 languages deliver results for clients in the automotive, communications and media, financial services, government, healthcare, technology, transportation and retail industries. Through the TeleTech Community Foundation, the Company leverages its innovative leadership to ensure that students in underserved communities around the globe have access to the tools and support they need to maximize their educational outcomes. For additional information, please visit [www.teletech.com](http://www.teletech.com).

#### **About The Stevie Awards**

Stevie Awards are conferred in five programs: the Asia-Pacific Stevie Awards, The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at [www.StevieAwards.com](http://www.StevieAwards.com).

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SOURCE TeleTech Holdings Inc.

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