



TeleTech's Mark Grindeland Presents at BMA 2014 Global Conference Series

September 11, 2014

Chief Marketing Officer to Share Framework of How to Build Customer Trust and Loyalty

DENVER, Sept. 11, 2014 /PRNewswire/ -- [TeleTech](#) Holdings, Inc. (NASDAQ: TTEC), a leading global provider of analytics-driven, technology-enabled customer engagement solutions, today announced that Mark Grindeland, chief marketing officer, will be speaking at the [BMA14 Global Conference Series: Engaging With The Empowered Customer](#) on September 12, 2014 at the Curtis Hotel in Denver, Colo. Grindeland will be presenting "Building Customer Love by Tying It All Together."

TeleTech has been a global pioneer in the customer experience industry for more than thirty years by simplifying and personalizing interactions between people and brands. Grindeland's presentation will illustrate that in order to deliver an exceptional customer experience every time, companies need to build an integrated approach that aligns the organization. The five components of this framework include:

- Structuring metrics around a sound economic model and treating different customers differently
- Designing the experience to distinguish by customer value, needs and behavior
- Re-engineering business processes and understanding what technology can enable
- Aligning the organization through training, performance management and culture
- Testing and learning from the measurement of how value is created

Honored in 2013 as [Business Marketing Association of Colorado's "Business Marketer of the Year."](#) Grindeland oversees TeleTech's branding, corporate and marketing strategy, product development and internal and external marketing communications. Prior to joining TeleTech, Grindeland served as chairman and co-founder of ShesConnected Multimedia Corporation, the first multi-profile social networking site for women. In previous years, he held executive-level positions with Live Wire Mobile, Wunderman, Digitas and Exchange Partners. He also co-founded and served as executive vice president of marketing for m-Qube Incorporated.

ABOUT TELETECH

TeleTech, founded in 1982, is a leading global provider of analytics-driven, technology-enabled customer experience business solutions. The Company offers an integrated platform that combines consulting, technology, care and growth services to simplify and personalize interactions that build deep engagement between people and brands. 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 Global 1000 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 [teletech.com](#).

Logo - <http://photos.prnewswire.com/prnh/20140717/127860>

SOURCE TeleTech Holdings, Inc.

Investor Contact, Paul Miller, 303.397.8641, or Media Contact, Elizabeth Grice 303.397.8507