



TeleTech Recognized by Frost & Sullivan with 2014 Product Line Strategy Leadership Award in Contact Center Outsourcing

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Award Reflects Success in Meeting Client Needs and Creating Unique Experiences Through Holistic Customer Engagement Solution Platform

DENVER, Dec. 4, 2014 /PRNewswire/ -- [TeleTech](#) Holdings, Inc. (NASDAQ: TTEC), a leading global provider of analytics-driven, technology-enabled customer engagement solutions, today announced the company has been recognized by Frost & Sullivan with the 2014 Product Line Strategy Leadership Award in Contact Center Outsourcing. The award was presented at the Frost & Sullivan Excellence in Best Practices Awards Gala in Toronto this week.

TeleTech earned Frost & Sullivan's 2014 Product Line Strategy Leadership Award in Contact Center Outsourcing after meeting a number of requirements related to product line growth, execution and customer engagement. Frost & Sullivan's independent analysis of the contact center outsourcing market concluded that TeleTech delivers a holistic and integrated customer-centric set of solutions that spans the entire customer lifecycle.

"While the demand for outsourced contact center services focuses primarily on inbound customer care, acquisitions, sales and technical support, clients today are looking for a deeper level of engagement with service providers," said Michael DeSalles, principal analyst with Frost & Sullivan. "TeleTech's Product Line Strategy Leadership—its approach to the market as well as execution—helps accomplish that TeleTech stands out among a very competitive field of top Tier 1 outsourcing providers in North America in this realm."

For the Product Line Strategy Leadership Award TeleTech received, Frost & Sullivan evaluated two key factors—Product Line Strength and Customer Impact—according to the criteria identified below:

- Product Line Strength – breadth, scalability, technology leverage, features and supply chain reliability.
- Customer Impact – price/performance value, customer purchase experience, customer ownership experience, customer service experience and brand equity.

"It is an honor to be recognized by Frost & Sullivan for our achievements in product line strategy and the value we bring to our clients," said Keith Gallacher, executive vice president of Global Markets and Industries, TeleTech. "The 2014 Product Line Strategy Leadership Award is a reflection of our commitment to continually meet the needs of our clients and their customers in a changing marketplace. Even more rewarding is Frost & Sullivan's acknowledgement that driving our success is our ability to create unique customer experiences through the development of our holistic Customer Engagement solution platform."

ABOUT FROST & SULLIVAN

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages more than 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 40 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.

ABOUT TELETECH

TeleTech, founded in 1982, is a leading global provider of analytics-driven, technology-enabled customer experience 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 42,000 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.

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