



## New TeleTech Book Illustrates How Organizations Can Execute Successful Change Strategies

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### Proprietary 'Vision to Results' Framework Helps Companies Transform into Customer Experience Leaders

DENVER, Oct. 9, 2015 /PRNewswire/ -- [TeleTech](#) Holdings, Inc. (NASDAQ: TTEC), a leading provider of customer experience, engagement and growth solutions, today announced the company has released a new book titled, "Drivers: A Story of Transformational Change," that was authored by TeleTech Consulting leaders Glenn Price and Terry Reynolds. The book illustrates how organizations can execute successful change strategies effectively, using TeleTech's proprietary consulting framework [Vision to Results \(VTR\)](#).

Companies can buy the latest technologies and revise their processes, but they must have an aligned strategy and culture that embraces the strategy to truly transform into customer experience leaders. TeleTech's simple VTR framework guides organizations through the steps to identify, plan and prioritize the baseline activities necessary to achieve customer centricity.

"Our Vision to Results framework has been tried, refined and embedded in client organizations worldwide for over a decade," said Price, co-author and SVP, TeleTech Consulting Europe. "VTR is an incredibly practical and effective tool to help leaders execute their strategies to drive customer centricity, engage and energize their teams and grow revenue while lowering the cost to serve. By carefully planning and balancing the rational and emotional facets to change initiative, leaders can significantly increase the chance of success while decreasing the risk that change brings."

"With so many of our clients embarking on strategic change initiatives, particularly after the global financial crisis, we wanted to write a 'readable' book that gave them some insight into the journey they were embarking on," said Reynolds, co-author and SVP, TeleTech Consulting Asia Pacific. "The story is fictitious, but is based on the real-world challenges faced by leaders and organizations today; the characters reflect some of the responses and attitudes we have come across when working with our clients."

The book's foreword is written by Dr. Joe Folkman, president of Zenger Folkman, leaders in strength-based leadership. "Drivers: A Story of Transformational Change" is available for sale from the Apple Store or in hard copy or e-book form via [Amazon](#). TeleTech Consulting also offers a [free VTR app](#), which can be downloaded for iPhone and Android, as a leadership coaching aid to accompany the framework.

#### ABOUT TELETECH

TeleTech is a leading global provider of customer experience, engagement and growth solutions. Founded in 1982, the Company helps its clients acquire, retain and grow profitable customer relationships. Using customer-centric strategy, technology, processes and operations, TeleTech partners with business leadership across marketing, sales and customer care to design and deliver a simple, more human customer experience across every interaction channel. Servicing over 80 countries, TeleTech's 40,000 employees live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TeleTech is bringing humanity to the customer experience, visit [TeleTech.com](#).

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