



TeleTech Launches Open Enrollment Resource Center to Help Health Insurers Deliver Great Experiences to New Members

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New Online Resource Center Provides Healthcare Companies With Access to Best Practices, Highly Trained Professionals, and Compelling Content

DENVER, Feb. 25, 2016 /PRNewswire/ -- [TeleTech](#) Holdings, Inc. (NASDAQ: TTEC), a leading global provider of customer experience, engagement and growth solutions, has introduced a new resource center to provide healthcare companies with the tools they need to better prepare for open enrollment in an increasingly consumer-centric healthcare marketplace. These resources have been designed for insurers to successfully engage members before, during, and after the open enrollment period.

"Healthcare consumers today are more demanding than ever before— many are digital natives and expect the same kind of service they receive from online retailers," said Pat McCaffrey, SVP, Healthcare Client Business Unit at TeleTech. "Being able to assist members quickly and efficiently in navigating the multichannel open enrollment experience has become an essential part of healthcare companies building long-term relationships with them."

TeleTech's open enrollment resource center focuses on tools that help insurers deliver customer experience excellence to members. Main capabilities include:

- Simple "how to" tools and best practices for member engagement.
- Member enrollment and onboarding services – download TeleTech's new eBook [Healthcare Open Enrollment Checklist: Five Steps to Retain Members](#).
- Access to highly trained licensed and non-licensed associates.
- Relevant content – featured eBooks, case studies, white papers and blog posts readily available as points of reference.
- Additional support – review [The 2015 TeleTech Customer Experience Benchmark Report](#) to better understand customer channel preferences, expectations and results.

The TeleTech open enrollment resource center is an essential guide for insurers to help their members navigate the multichannel open enrollment landscape and learn the value of their plan. To learn more, access the resource center [here](#).

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 41,000 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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