



TeleTech Wins 2016 Outstanding Website WebAward

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Recognition Based on High Scores in Design, Innovation, Content and Ease of Use of TeleTech.com

DENVER, Sept. 19, 2016 /PRNewswire/ -- [TeleTech Holdings, Inc.](#) (NASDAQ: TTEC), a leading provider of customer experience, engagement and growth solutions, today announced the company has received a 2016 Outstanding Website WebAward for its corporate website – www.telettech.com.

The Web Marketing Association is the producer of the WebAward Competition. Now in its 17th year, the WebAward program is the longest running annual website award competition dedicated to naming the best websites in 96 industries while setting the standard of excellence for all website development.

"As a business, TeleTech helps clients deliver a simple and engaging customer experience," said Marji Chimes, vice president of Global Marketing at TeleTech. "We wanted our website to demonstrate our ability to do just that through the digital channel. We're honored by the award from the WebAwards and truly appreciate the recognition."

New features of TeleTech.com that contributed to the Outstanding Website WebAward:

- Website built utilizing HTML5 and CSS3 best practices and fully responsive, ensuring an optimized viewing experience across all platforms (desktop, laptop, tablet, mobile).
- Updates including new home page, What We Do page and campaign-specific landing pages featuring modern design and content to create an uncluttered site experience and reflect a more engaging, human-centric brand identity and message.
- Website navigation structure and site map completely updated in 2016 to be more intuitive and to utilize usability best practices that promote site exploration and related content discovery.
- Interactive and engagement features including streaming video, animated content, RSS feeds, live chat and email newsletter sign up opportunities to increase user engagement, visitor traffic and lead generation opportunities.

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 41,500 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](http://www.telettech.com).

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

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SOURCE TeleTech Holdings, Inc.