



## TeleTech and EverString Announce Breakthrough Approach to B2B Sales and Marketing

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### Complete View of the Customer Ecosystem Drives Acquisition, Growth and Retention Strategies

DENVER, May 9, 2017 /PRNewswire/ -- [TeleTech Holdings, Inc.](#) (NASDAQ: TTEC), a leading global provider of customer experience, engagement and growth solutions delivered through a proprietary end-to-end Customer Engagement as a Service offering, and EverString, a leading provider of AI-assisted marketing and sales software, are working together to introduce a breakthrough approach to B2B digital demand generation and sales.

This partnership brings together EverString's sophisticated machine learning and AI-enabled platform with TeleTech's specially trained sales professionals to target high value prospects who are in market and ready to buy. By identifying not only which customers are actively shopping but also recognizing the optimal time to engage with them, this approach is helping clients acquire new customers and grow wallet share faster and at a lower cost than ever before.

"Companies live in a world of data overdrive, with access to thousands of data points at their disposal. Viewed on their own, each point means little to nothing," explained Judi Hand, Chief Revenue Officer, TeleTech. "When you can connect the dots to understand intent, brands can take immediate action and become exponentially more effective at finding, reaching and selling to the right audience in a fraction of the time."

"AI-assisted sales and marketing enables B2B companies to map their total addressable market, and then target the ideal accounts both inside and outside their existing pipeline," said J.J. Kardwell, CEO and Co-founder of EverString. "Combining these capabilities from EverString with TeleTech's unique growth solutions enables companies to optimize target account selection, accelerate pipeline creation, and grow revenue within their existing customer base."

A variety of industries can use this innovative approach as detailed in our in-depth white paper, [Know More, Sell More](#). Current customers include a global shipping leader, a Fortune 500 global banking organization and a leading rental car agency. These companies are gaining multiple benefits, including:

- Deeper understanding of individual prospects, their needs and opportune moments for engagement
- Ability to focus resources on the companies and people that matter most
- Enablement of targeted and relevant conversations with key contacts
- Continuous performance and efficiency improvements

TeleTech and EverString will be sharing client success stories featuring this innovative approach during presentations and as exhibitors at two upcoming conferences:

- [Gartner Digital Marketing Conference 2017](#), May 10-12, in San Diego, California
- [SiriusDecisions Summit 2017](#), May 16-19, in Las Vegas, Nevada

#### ABOUT TELETECH

TeleTech (NASDAQ: TTEC) is a leading global provider of customer experience, engagement and growth solutions delivered through a proprietary end-to-end Customer Engagement as a Service offering. 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. TeleTech's 48,000 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](#).

#### ABOUT EVERSTRING

EverString is the leading provider of AI-assisted sales and marketing software-as-a-service. EverString Audience Platform gives B2B sales and marketing teams control over their pipeline, and gives them a complete view of their total addressable market. EverString's intuitive, self-service platform puts the power of artificial intelligence (AI), applied data science, and the most comprehensive data directly into the hands of sales and marketing users. With EverString, users are able to quickly expand and prioritize their pipeline, and gain insight into relevant new prospects. EverString is backed by leading investors including Lightspeed Venture Partners, Sequoia Capital, IDG Ventures and Lakestar. For more information visit [www.everstring.com](#).

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