



2017 Overall Best Customer Experience Organization Award Goes to TeleTech

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Award Recognizes TeleTech as the Leader in Customer Experience and Engagement in Asia Pacific

DENVER, June 6, 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, has recently been named as the 2017 Overall Best Customer Experience Organization in the Asia Pacific region.

<http://www.teletech.com/asiapacific>

TeleTech was recognized at the Customer Experience Excellence Awards Dinner during the 10th Annual Customer Experience Management 2017 conference, held May 24-26 in Sydney, Australia.

"By leveraging our best assets, our employees, we're able to deliver highly structured and strategic customer experience improvement roadmaps to our clients," said Arthur Nowak, Senior Vice President, Asia Pacific Operations, TeleTech. "Our focus is on delivering a complete customer experience solution on behalf of our clients which means understanding customer pain points before, during, and after the contact centre interaction and eliminating those pain points. This sometimes means reducing our own contact centre volumes and revenues in the short term as many times the best customer experience is no experience at all. We are more interested in forming strategic partnerships with our clients, earning their trust in delivery, and expanding to support more complex, value-add interactions. We also see long term success by leveraging that same client base to help us build relationships with new clients, and this award demonstrates our approach is resonating with our clients in the Australian and New Zealand market."

This award was evaluated by Asia Pacific Fortune 50 companies, a judging panel made up of members of the Customer Experience Management Advisory Board, and awarded to an organization deemed to add differentiation and value to customer experience over the prior year. TeleTech was recognized for innovative programs that support the company's commitment to customer experience excellence, such as

- Sophisticated talent recruitment methodologies, thorough professional development and ongoing recognition
- Employee engagement surveys and structured feedback
- Industry-leading coaching and development programs
- Corporate social responsibility and community outreach

Understanding that common customer satisfaction metrics such as NPS are just one element of meeting client needs is a clear differentiator for TeleTech. TeleTech associates serve as true brand ambassadors for the company's clients, improving customer engagement and meeting customer needs that stretch beyond commonplace support inquiries.

This partnership approach to creating engaging customer experiences is made possible in large part through our Asia Pacific operations. A consultative partner to more than 300 Australian & New Zealand clients with a workforce of more than 8,000 regional employees, TeleTech are driving incredible customer experiences for some 2 Million Australian & New Zealand customers every week, having successfully partnered with Australia and New Zealand's #1 airline, telecommunications, media, financial services, retail, and energy/utility brands who've leveraged TeleTech's investments in sales growth services, customer care, marketing and omni-channel capabilities that surround and strengthen our traditional customer care business.

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](#).

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