



## TeleTech Webinar Features Breakthrough Predictive Analytics Model for Real Time Auto Incentive Optimization

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### Automotive Industry Expert and Senior Analyst to Share Innovative Approach to Optimize Spend

DENVER, June 29, 2017 /PRNewswire/ -- TeleTech (NASDAQ: TTEC), a leading global provider of customer experience, engagement and growth solutions delivered through its proprietary end-to-end Humanify™ Customer Engagement as a Service offering, today announced that the company will host a free webinar featuring automotive sales best practices on July 18, 2017.

Register for the webinar here: <http://www.teletech.com/resources/webinars-and-videos/Smarter-Automotive-Incentives-Moving-the-Metal-for-Less>

Join automotive industry expert, Katherine Kress, and senior analyst, Don Ryan, for an upcoming webinar, **Smarter Automotive Incentives: Moving the Metal for Less**, and discover innovative ways to achieve sales objectives with the lowest possible incentive cost on **Tuesday, July 18 from 2:00pm – 3:00pm (ET)**

Webinar participants will:

- Learn why it is no longer simply enough to know which customers are in market
- Discover how to set the right offer for each customer under different business objectives
- Find out key factors to consider when implementing an incentive program
- Learn how to develop their own incentive optimization solution

"Falling used vehicle prices is putting pressure on new vehicle sales – days' supply is increasing and incentive spend is on the rise, with an average per-vehicle approaching \$4,000," said Katherine Kress, Partner at TeleTech Consulting. "Our analytic methodologies have helped manufacturers optimize their incentives and drive revenue without damaging residuals."

"The difference between an effective and ineffective use of incentive dollars lies in pinpointing the minimal amount required to convert consumers to a sale," added Don Ryan, Senior Analyst at TeleTech Insights.

This webinar will help companies optimize their incentive spending and reach sales targets through a proven, analytical process that can be customized for each business.

For more information on how TeleTech is driving the automotive customer experience via analytics, insights and optimization, visit <http://www.teletech.com/consulting/insights>.

#### ABOUT TELETECH

TeleTech (NASDAQ: TTEC) is a leading global provider of customer experience, engagement and growth solutions delivered through its proprietary end-to-end Humanify™ Customer Engagement as a Service (CEaaS) 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](http://TeleTech.com).

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