



## eLoyalty Continues Investment in Cloud With Enhanced Offering

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### Latest Enhancements to Powerful Contact Center as a Service Solution Pieces Together the Customer Journey and Provides Actionable Insight

DENVER, Jan. 28, 2016 /PRNewswire/ -- [eLoyalty](#), part of [TeleTech](#) Technology, has released an enhanced version of its Cisco Powered Contact Center as a Service (CCaaS) Cloud offering. The latest enhancements illustrate how eLoyalty continues to invest in its cloud technology by integrating more customer journey components and channels into each new version.

The cloud contact center services market is growing and maturing quickly. IDC estimates that U.S. spending on cloud contact center services was \$868 million in 2014 and will increase to \$2.0 billion in 2019. Consumer communication preferences and demands and contact center buyers' needs for greater efficiency and flexibility are two of the main forces driving growth in this market.<sup>1</sup>

eLoyalty's Cloud solution provides enhanced business intelligence allowing for better business decisions and optimizing contact center agent performance. Key enhancements include:

- Customer Analytics – built-in Cisco® analytical solution pieces together the customer journey with the agent desktop as well as actionable insight to make progressive change.
- Unified Communications Provisioning – maximize administrator productivity and time by enabling them to manage routine administrative tasks with the ability to clone associates and users, and track and modify phones in a single interface.
- Scheduled Skilling – save time, reduce mistakes and proactively plan with the ability to schedule recurring reskilling of associates in bulk.
- Cloud Fax – addition as new channel of choice and part of the 360-degree view of customer interactions.
- Cisco WebEx and Cisco Spark – addition of messaging, audio, video, and web conferencing and collaboration solutions for both agents, employees and customers.

"Cloud contact centers offer great flexibility, scaling up or down as needed, implementing new channels and functionality, all done in a fraction of the time and cost required by premise contact centers. We plan to continue to invest in our cloud by incorporating more and more of the customer journey touchpoints and channel preferences into future offerings," said Steve Pollema, president, eLoyalty LLC, a TeleTech company.

<sup>1</sup>IDC, U.S. Hosted and Cloud Contact Center Services 2015–2019

#### ABOUT TELETECH TECHNOLOGY

TeleTech Technology is a pioneer among North American partners in offering cloud and on-premises contact center solutions powered by Avaya and Cisco. As a leading partner in the design and delivery of customer experience technology solutions, it specializes in helping companies across the globe provide faster, smarter, and more agile customer interactions. TeleTech Technology is a recognized Platinum Avaya Connect Partner and Cisco Gold Partner. In addition, it has earned a 4.6/5.0 overall customer satisfaction rating and 4.8/5.0 implementation satisfaction rating, making it one of the highest ranked Avaya and Cisco business partners. For more information, visit [www.teletech.com/what-we-do/technology](http://www.teletech.com/what-we-do/technology).

#### ABOUT TELETECH

TeleTech (NASDAQ: TTEC) 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](http://TeleTech.com).

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