



Bulgarian-Based Sofica Group Rebrands as TeleTech

September 1, 2016

Customer Experience Provider to Focus on Increasing Value to Global Clients and Continued Growth in Eastern Europe

DENVER, Sept. 1, 2016 /PRNewswire/ -- [TeleTech Holdings, Inc.](#) (NASDAQ: TTEC), a leading provider of customer experience, engagement and growth solutions, today announced that Bulgarian-based Sofica Group has rebranded as TeleTech. Since being acquired by TeleTech in 2014, Sofica Group has made valuable improvements to its business and completed a smooth transition from a business process outsourcing (BPO) company to one focused on customer experience management.

The addition of Sofica to the TeleTech family of companies has helped drive more sustainable outcomes for its multinational clients, including higher customer satisfaction and increased profitability. The partnership has also granted TeleTech's legacy clients access to the Bulgarian market, which has played a key role in helping TeleTech increase its investment and footprint in the region.

"Over the last couple of years, Sofica has leveraged the latest and greatest customer experience strategies, tools and technologies through TeleTech's holistic platform in order to increase our value to our existing and prospective clients," said Thomas Monaghan, vice president of Operations, TeleTech. "Our new name will help further solidify Sofica's partnership with TeleTech, and we're looking forward to seeing how it will benefit both our clients' business and ours for the years to come."

Bulgaria has been widely recognized as one of the best destinations for outsourcing services in Europe and worldwide. Sofica's customer experience centers have shown to be very attractive to clients because of their technological and linguistic capabilities, offering services to customers in 26 languages. As a result, last year Sofica brought on several new customers, including many in the U.S., and reported one of the highest scores for customer satisfaction in a global study of TeleTech. In 2015, Sofica reported significant year-over-year growth in revenue.

With offices in Sofia and Plovdiv, Bulgaria and in Skopje, Macedonia, TeleTech is looking to continuously hire German, French, Portuguese, Spanish, Italian and English speakers. These positions are best suited for people with experience in customer service, sales, administrative, back-office services, reporting, account management or project support. In supporting clients, representatives will act as Brand Ambassadors and be the first point of contact for customers by responding to queries. TeleTech offers bonus programs, incentives, health insurance, extensive training, and career advancement opportunities.

Interested candidates can view a complete list of available positions and apply online at www.telettechjobs.com.

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.

Investor Contact Media Contact

Paul Miller	Elizabeth Grice
303.397.8641	303.397.8507

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

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/bulgarian-based-sofica-group-rebrands-as-telettech-300321053.html>

SOURCE TeleTech Holdings, Inc.