



## TeleTech Welcomes Jeff Marcoux as Vice President, Product Marketing

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### Customer Experience Solutions and Marketing Innovation Expert Bolsters Customer Experience and Service Design Acumen

DENVER, July 24, 2017 /PRNewswire/ -- [TeleTech Holdings, Inc.](#) (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 welcomes Jeff Marcoux as the company's Vice President of Product Marketing. Jeff will be responsible for the strategic evolution of its customer experience solutions and service design innovation.

Marcoux joins TeleTech from Microsoft, where he was responsible for developing marketing solutions, consulting on digital transformation and customer experience, and growing new SaaS solutions as the Senior Executive interface to Microsoft clients' CMOs. Additionally, Marcoux is a prominent Customer Experience speaker, and an adjunct professor of marketing for UC Irvine & Oregon State University.

"Digital transformation is no longer about adding channels, it's about designing services that deliver context to every interaction in a seamless, frictionless, meshed fashion so every interaction is personal, relevant, and engaging. Brands across the globe are seeking solutions to keep up with customer expectations of personalized, carefully orchestrated, seamless experiences," explains Kyle Priest, TeleTech's Chief Strategy and Marketing Officer. "Over the past several years, we've been providing the market with technology-enabled services that power amazing experiences. We've brought Jeff on to turbo charge our efforts with future ready innovations to keep ahead of our clients' customers rapidly evolving needs. With the goal of helping clients deliver service experiences that accelerate acquisition, growth, retention and affinity, he will be focused on innovations in omnichannel contextual knowledge management, machine learning, artificial intelligence, and augmented reality."

"With customer experience being the key differentiator in businesses today, TeleTech is empowering brands to create experiences that turn customers into raving fans," said Marcoux. "Given the constant threat of digital disruption, companies need to look beyond digital transformation as a capability. It's the underlying service experiences that are the linchpin to sustained, scalable growth. Customer engagement is the most critical part of every successful transformation, and TeleTech has a proven ability to do this successfully on a global scale. Today, the company acts as brand ambassadors for its clients, not just envisioning and enabling engagement, but actually delivering it through human, digital, and automated customer engagement services. I am excited to join this team who shares my passion and vision for helping brands deliver experiences that reflect the very best of humanity."

#### 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 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](#).

Investor Contact	Media Contact
Paul Miller 303.397.8641	Olivia Griner 303.397.8999

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