



## TTEC EMEA Wins an Award at the Global Sourcing Association (GSA) Professional Awards 2021

November 3, 2021

LONDON, Nov. 3, 2021 /PRNewswire/ -- TTEC Holdings, Inc. (NASDAQ: TTEC), one of the largest, global CX (customer experience) technology and services innovators for end-to-end digital CX solutions today announced it has won a 2021 GSA Professional Award in recognition of its talent and expertise in the outsourcing industry.

TTEC EMEA won with Tom Johnson, UK Operations Director, being named Digital Champion of the Year.

The [GSA Professional Awards](#), announced in a virtual ceremony last night, are a distinct set of accolades recognising talent in outsourcing and shared services, showcasing high-performing individuals and functional teams across the global sourcing industry.

Alistair Niederer, Head of EMEA for TTEC commented; "This award confirms that TTEC has industry-leading talent, and I am delighted that Tom's efforts and accomplishments have been recognised. Outsourcing has accelerated into the orchestration of a set of delivery principles which enable CX as a Service (CXaaS). The 2021 GSA Professional Awards recognise the talent that is delivering these CXaaS solutions for our clients across Europe."

Today's announcement follows TTEC EMEA recently winning two National Contact Centre Awards 2021 for Unsung Hero and Best Contact Centre, as well as [two World Series Customer Centricity 2021 Awards](#), for Best Employee Experience and Best Contact Centre.

In addition to the award-winning categories, TTEC and its experts were finalists in 3 other categories including;

- Best Customer Experience Team of the Year – TTEC EMEA for being one of the best teams delivering excellence in customer experience
- Rising Star of the Year - Sarah-Leigh Roddis, Contact Centre Manager at TTEC Leeds for the best emerging talent of 2021
- Manager of the Year - Mitch Sadler, Operations Manager for managers who truly inspire their teams.

As well as TTEC Leeds, TTEC EMEA has a network of contact centre and back-office operations in Sofia and Plovdiv in Bulgaria, Krakow, Poland, and Athens, Greece.

Notes to editors;

For media enquiries for TTEC EMEA please contact Tina Stanley, TSA PR [tina@tinastanleyassoc.com](mailto:tina@tinastanleyassoc.com) or +44 (0) 7909 967 657

### About TTEC:

TTEC Holdings, Inc. (NASDAQ: TTEC) is one of the largest, global CX (customer experience) technology and services innovators for end-to-end, digital CX solutions. The company delivers leading CX technology and operational CX orchestration at scale through its proprietary cloud based CXaaS (Customer Experience as a Service) platform. Serving iconic and disruptive brands, TTEC's outcome-based solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey. Leveraging next gen digital and cognitive technology, the company's Digital business designs, builds, and operates omnichannel contact centre technology, conversational messaging, CRM, automation (AI / ML and RPA), and analytics solutions. The company's Engage business delivers digital customer engagement, customer acquisition & growth, content moderation, fraud mitigation, and data annotation solutions. Founded in 1982, the Company's singular obsession with CX excellence has earned it leading client NPS scores across the globe. The company's nearly 58,500 employees operate on six continents and bring technology and humanity together to deliver happy customers and differentiated business results. To learn more visit us at <https://www.ttec.com/emea>.



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