



TTEC Introduces Innovative Blended Healthcare Digital Sales Model to Drive Cost Efficiency and Enhance Member Experience

March 27, 2025

AUSTIN, Texas, March 27, 2025 /PRNewswire/ -- TTEC Holdings, Inc. (NASDAQ: [TTEC](#)), a leading global CX (customer experience) technology and services innovator for AI-enabled CX, has launched its innovative blended healthcare digital sales model, offering cost-efficient, scalable, and personalized solutions for healthcare organizations.

"Our blended digital sales model redefines how healthcare organizations approach member acquisition and engagement."

This cutting-edge model operates on a shared technology platform, enabling healthcare organizations to leverage a unified digital sales solution without sacrificing brand identity or data security. By combining TTEC's award-winning technology with a dedicated pool of highly skilled associates, healthcare organizations can streamline their digital sales operations while delivering tailored, brand-specific interactions.

Key benefits of TTEC's blended healthcare digital sales model include:

- **Significant Cost Savings:** Organizations may be able to achieve up to 30% cost savings by utilizing a shared operating model that optimizes staffing and technology resources.
- **Enhanced Operational Efficiency:** A single cloud-based contact center as a service (CCaaS) platform integrates telephony, CRM, and "quote, shop, and apply" functionalities to simplify processes and reduce overhead.
- **Increased Sales Conversions:** Proven strategies and AI-driven insights boost sales conversion rates, allowing healthcare organizations to grow their member base efficiently.
- **Improved Member Satisfaction:** Personalized, empathetic support from licensed associates ensures that every customer interaction reflects the brand's values, driving higher member satisfaction.

"Our blended healthcare digital sales model redefines how healthcare organizations approach member acquisition and engagement," said John Abou, President of TTEC Engage. "By combining the power of technology with personalized service, we help our clients reduce costs, increase sales, and enhance member experiences — all while maintaining rigorous data security standards."

Recognizing the critical importance of data security and privacy, TTEC's model strictly adheres to HIPAA-compliant security protocols. Data is encrypted both at-rest and in-transit using AES 256-bit encryption, ensuring the segregation of client information and maintaining the highest levels of privacy.

With over 20 years of experience supporting healthcare organizations, TTEC continues to innovate and deliver customer-centric digital sales solutions that drive meaningful results.

For more information about TTEC's healthcare digital sales solutions, visit <https://www.ttec.com/industries/healthcare/telesales>.

About TTEC

TTEC (pronounced T-TEC) Holdings, Inc. (NASDAQ: **TTEC**) is a leading global CX (customer experience) technology and services innovator for AI-enabled digital CX solutions. 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 technology, the Company's TTEC Digital business designs, builds, and operates omnichannel contact center technology, CRM, AI, and analytics solutions. The Company's TTEC Engage business delivers AI-enhanced customer engagement, customer acquisition and growth, tech support, back office, and fraud

prevention services. Founded in 1982, the Company's singular obsession with CX excellence has earned it leading client, customer, and employee satisfaction scores across the globe. The Company's 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 [ttec.com](https://www.ttec.com).

Media Contact:
Meredith Matthews
meredith.matthews@ttec.com
+1 281-770-2566



View original content to download multimedia: <https://www.prnewswire.com/news-releases/ttec-introduces-innovative-blended-healthcare-digital-sales-model-to-drive-cost-efficiency-and-enhance-member-experience-302413607.html>

SOURCE TTEC Holdings, Inc.