



TTEC RealSkill™ Wins Gold for Best Use of AI for Learning at 2026 Brandon Hall Group™ HCM Excellence Awards

August 24, 2026

Recognition highlights TTEC's AI-driven approach to building workforce readiness

AUSTIN, Texas, Aug. 24, 2026 (GLOBE NEWSWIRE) -- [TTEC](#), a leading global consulting, technology, and managed services company delivering solutions at the intersection of data, AI, and customer experience (CX), has been awarded **Gold in the 2026 Brandon Hall Group™ HCM Excellence Awards** for **Best Use of AI for Learning**. The recognition honors TTEC's **RealSkill™: AI-Driven Workforce Readiness** program.

RealSkill uses AI-powered simulations, personalized feedback, and coaching to give employees realistic opportunities to practice skills before applying them in live customer interactions. The approach helps bridge the gap between traditional training and on-the-job performance while giving employees a more engaging and practical way to build confidence and proficiency.

"AI is changing how work gets done, but technology alone does not create a more capable workforce," said **Julie Stone, group vice president and chief learning officer at TTEC**. "RealSkill puts AI to work in a practical way, giving people a safe environment to practice, build confidence, receive immediate feedback, and become ready for the moments that matter. This recognition reflects our commitment to making AI meaningful for people and performance."

From training to real-world readiness

RealSkill is designed around the idea that employees learn more effectively when they can practice in realistic situations and receive feedback in the moment. AI-powered simulations recreate customer interactions and other workplace scenarios, allowing employees to practice repeatedly and identify opportunities to improve. [This customized and adaptive approach has helped brands improve proficiency, reduce costs, and improve employee experience.](#)

The solution is part of TTEC's broader AI-driven workforce performance ecosystem, which supports more than 100 enterprise clients and 25,000 frontline agents globally. By connecting learning to real-world performance, TTEC helps organizations build workforce capabilities while adapting training to changing customer and business needs.

The [Brandon Hall Group HCM Excellence Awards](#) recognize organizations for innovative and effective human capital management programs that demonstrate business impact. This is TTEC's latest Brandon Hall recognition for advancing AI-powered learning. Earlier this year, TTEC received Gold in the Brandon Hall Group Technology Excellence Awards for its [Learning Wizards Suite](#), an AI-enabled learning design ecosystem.

About TTEC

TTEC Holdings, Inc. (NASDAQ: TTEC) is a leading global consulting, technology, and managed services company delivering solutions at the intersection of data, AI, and customer experience. 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-generation digital technology, the Company's TTEC Digital business designs, builds, and operates omnichannel contact center technology, CRM, AI, and analytics solutions. The Company also delivers AI-enhanced customer engagement, customer acquisition and growth, tech support, back-office, and fraud prevention services. Founded in 1982, TTEC'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 <https://ttec.com>.

Media Contact

Meredith Matthews
Meredith.matthews@ttec.com

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/f6b8e1e9-e7a6-4e08-af43-2b796a67f344>





TTEC wins gold for Best Use of AI for Learning at 2026 Brandon Hall Group™ HCM Excellence Awards.