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TeleTech Awarded Long-Term Contract With NetBank(R); Launches Strategic eCRM Solution for Nation's Largest Internet Bank

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DENVER, March 20 /PRNewswire/ -- TeleTech Holdings, Inc. (Nasdaq: TTEC), the leading global provider of e-commerce-enabling customer management solutions (eCRM), today announced a long-term contract award from NetBank(R). NetBank, (http://www.netbank.com), is a full-service financial institution, and the nation's largest federally insured bank to operate exclusively on the Internet.

TeleTech is providing an end-to-end multi-channel eCRM solution, encompassing customer acquisition, account maintenance and technical support, to NetBank's online global customer base. TeleTech seamlessly integrates e-mail, phone and fax customer interaction capabilities into NetBank's sophisticated online banking platform. Under the agreement, NetBank will be extending its customer support hours, enabling customers to contact a live customer representative in the midst of any banking transaction 24 hours a day, seven days per week. The extended hours are scheduled to begin Monday, March 27th.

"NetBank's business is expanding rapidly," says Michael Fitzgerald, NetBank's president. "We currently provide service to 77,000 customers and are adding about 5,000 new customers each month. TeleTech was the only eCRM provider with sufficient speed and scale to meet the demands of our aggressive growth. TeleTech is helping us execute our customer relationship management strategy. TeleTech implemented a comprehensive eCRM solution in less than four weeks -- allowing us to add the functionality, access points and service standards that our customers expect."

"NetBank is a strong addition to our roster of e-banking clients," says Scott Thompson, TeleTech CEO. "We have clearly positioned ourselves as the leading eCRM provider to this space, and look forward to growing our relationship with NetBank as their e-commerce business continues to expand. We are committed to creating, growing and optimizing lifetime customer relationships, which is critical to NetBank's success in the highly competitive online banking environment."

TELETECH PROFILE

Founded in 1982, TeleTech is the leading provider of integrated, e-commerce-enabling customer management solutions (eCRM) for global organizations predominantly in the telecommunications, financial services, technology, government and transportation industries. TeleTech operates 12,000 Internet-enabled customer interaction center workstations and employs more than 16,300 people. Its innovative customer interaction platform, CyberCare, integrates the full spectrum of voice and Internet communications, including custom e-mail response, "chat" and extensive Web co-browsing capabilities. Through 29 customer interaction centers in the Americas, Europe and Asia, TeleTech couples high-velocity e-infrastructure service deployment with premier quality e-customer relationship management to assure our clients/partners unparalleled success in acquiring, retaining and growing customer relationships.

Information regarding TeleTech Holdings can be found on the worldwide web at http://www.teletech.com.

NETBANK(R) PROFILE

NETBANK, Inc. (Nasdaq: NTBK), is a financial services company whose sole subsidiary, NetBank, Member FDIC, is the first profitable pure Internet bank in the country, having achieved profitability in the past seven successive quarters. With more than $1.3 billion in assets and customers in all 50 United States and 20 foreign countries, NetBank is the largest FDIC-insured bank operating solely on the Internet. In addition to free checking and money market accounts and certificates of deposits with exceptional interest rates, NetBank offers its customers the ultimate convenience in banking. Products and services include free online account access, free unlimited online bill payment, free checks, unlimited ATM use, VISA(R) Check Card, VISA(R) credit cards, online brokerage services, mortgage lending, home equity lines and loans, and business equipment leasing services. NetBank is a member of the Cirrus, Honor/Star, and AFFN ATM networks. For more information on NetBank, its products and services, visit the Web site at http://www.netbank.com, or call 1-888-256-6932.

FORWARD LOOKING STATEMENTS

All statements not based on historical fact are forward-looking statements that involve substantial risks and uncertainties. In accordance with the Private Securities Litigation Reform Act of 1995, following are important factors that could cause TeleTech's actual results to differ materially from those expressed or implied by such forward-looking statements: lower than anticipated customer interaction center capacity utilization; the loss or delay in implementation of a customer management program; TeleTech's ability to build-out facilities in a timely and economic manner; greater than anticipated competition from new entrants into the customer care market, causing increased price competition or loss of clients; the loss of one or more significant clients; higher than anticipated start-up costs associated with new business opportunities; TeleTech's ability to predict the potential volume or profitability of any future technology or consulting sales; TeleTech's agreements with clients may be canceled on relatively short notice; and TeleTech's ability to generate a specific level of revenue is dependent upon customer interest in and use of the Company's clients' products and services. Readers are encouraged to review TeleTech's 1998 Annual Report on Form 10-K and 1999 Quarterly Reports on Form 10-Q for the first, second and third quarters of 1999, which describe other important factors that may impact TeleTech's business, results of operations and financial condition.

SOURCE TeleTech Holdings, Inc.

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