



## **TeleTech Asia Pacific Wins Additional Business With Telstra, Australia's Leading Telecommunications Provider**

November 28, 2001

DENVER, Nov 28, 2001 /PRNewswire via COMTEX/ -- TeleTech Holdings, Inc. (Nasdaq: TTEC), a leading global provider of customer relationship management (CRM) services and solutions, today announced that TeleTech's operations in Asia Pacific have signed a multi-year agreement with Telstra, Australia's leading telecommunications company, to provide a range of customer services for MobileNet, Telstra's national mobile and wireless network.

Under terms of the agreement, TeleTech will provide customer care, sales, service, billing and live messaging for Telstra's mobile and wireless products and services.

TeleTech will provide a facilities management solution whereby the 24x7 operation will be managed by TeleTech, in a Telstra-owned center located in Moe, La Trobe Valley, Victoria, Australia. TeleTech will manage over 400 staff recruited from regional Victoria. The program will commence in November with over 100 professional staff and is expected to ramp over the next six months.

"We are delighted to extend our relationship with Telstra in assisting them to provide consistently high levels of service to their MobileNet customers," said Dwin Tucker, Chief Executive Officer of TeleTech Australia. "This is a significant win for TeleTech Australia and firmly positions us as the largest call center provider in the region as we are twice the size of our nearest competitor. A significant reason for our continued success is our proven ability to launch and manage large-scale CRM solutions on behalf of our clients."

"At Telstra, we consider TeleTech to be a proven leader in CRM solutions, as well as a highly reputable employer in Australia," said Louis Dupe, Head of Customer Management, Telstra OnAir. "Our existing five-year relationship with TeleTech on a number of other important Telstra programs, gave us strong confidence in TeleTech's ability to launch, manage and continuously improve another critical Telstra service."

TeleTech's operations in Asia Pacific are headquartered in Sydney, Australia, with sites in Melbourne, Canberra, Newcastle, Auckland, Hong Kong and Singapore, and currently employs more than 3,000 people. In 2000, TeleTech was named the 'Tenth Best Employer to Work For' in Australia in a survey conducted jointly by Hewitt Associates, The Australian Graduate School of Management, The Sydney Morning Herald and The Age.

### **TELETECH PROFILE**

Founded in 1982, TeleTech is a leading provider of integrated customer relationship management solutions (CRM) for global organizations predominantly in the communications, financial services, technology, government and transportation industries. TeleTech has operations in twelve countries which include Argentina, Australia, Brazil, Canada, China, Ireland, Mexico, New Zealand, Scotland, Singapore, Spain and the U.S. TeleTech's CRM capabilities including B2B electronic channel management and database management, help companies inform, acquire, serve, grow and retain their customers throughout the entire relationship lifecycle. TeleTech integrates a full spectrum of voice and Internet communications, including e-mail response, "chat" and extensive Web co-browsing capabilities. Information regarding TeleTech Holdings can be found on the Worldwide Web at <http://www.teletech.com>.

### **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: including TeleTech's ability to predict future revenue and associated costs, 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 and ventures; as well as 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 products and services of TeleTech's clients. Readers are encouraged to review TeleTech's 2000 Annual Report on Form 10-K, first, second and third quarter 2001 Form 10-Qs, and other publicly filed documents which describe other important factors that may impact TeleTech's business, results of operations and financial condition. TeleTech undertakes no obligation to update its forward-looking statements after the date of this release.

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