TeleTech Enters The Philippines to Offer Customer Relationship Management Services

August 28, 2001
DENVER, Aug 28, 2001 /PRNewswire/ --

Signs Exclusive Agreement With The Largest Philippine Telecommunications Provider

TeleTech Holdings, Inc. (Nasdaq: TTEC), a leading global provider of customer relationship management (CRM) services and solutions, today announced an exclusive agreement with Philippines Long Distance Company (PLDT), the largest telecommunications provider in the Philippines and the second largest company in the country.

The agreement provides for PLDT, through its wholly owned subsidiary ePLDT, to fund and build customer interaction centers in Manila exclusively for TeleTech. TeleTech will bring its proven management expertise to run the centers along with its strong global marketing capability. As a result, TeleTech will be able to offer its global clients a highly cost effective, English language CRM solution from the Philippines. This solution will be offered to clients in the United States, Canada, Europe, Australia, New Zealand and other English speaking countries.

The first center is expected to open in the fourth quarter of this year with approximately 500 workstations. The center will utilize PLDT's highly reliable, fiber optic Global Point of Presence Network, which spans 8 countries worldwide to carry voice and data traffic. It will also capitalize on PLDT's array of data center services to deliver superior technological solutions to TeleTech's clients worldwide.

"Our global clients are increasingly interested in leveraging international labor to deliver exceptional customer service at significantly lower costs and we have been very successful executing this labor arbitrage strategy in both Canada and Mexico," stated Ken Tuchman, TeleTech's Chairman and Chief Executive Officer. "Partnering with PLDT, the largest telecommunications provider in the Philippines, gives us the ability to further strengthen our offshore, English-language CRM offering and we believe this positions TeleTech as the largest provider of labor arbitrage in the industry."

Mr. Tuchman added, "We reviewed the best locations for TeleTech to expand its English language capabilities and felt the Philippines offered tremendous advantages. The key attraction to the Philippines is its technologically advanced telecom infrastructure combined with its highly educated, customer-service oriented, English speaking workforce."

A recent survey of top executives conducted by Hong Kong's Political and Economic Risk Consultancy rated the Philippines better than virtually any other country in Asia on the quality, cost and availability of skilled labor.

"We are excited to be TeleTech's exclusive provider of customer interaction center infrastructure in the Philippines," said ePLDTs Managing Director Ray Espinosa. "TeleTech is the premier global provider of CRM services and has a proven reputation for providing complex, fully integrated CRM solutions to some of the most prestigious companies in the world. TeleTech was an ideal partner given the scale, scope and complexity of their CRM offerings."

TELETECH PROFILE

Founded in 1982, TeleTech is a leading provider of integrated customer relationship management (CRM) services and solutions for global organizations predominantly in the communications, financial services, government and transportation industries. TeleTech has operations in 11 countries, which include Argentina, Australia, Brazil, Canada, China, Mexico, New Zealand, Singapore, Spain, the United Kingdom and the United States. 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 custom 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.

PHILIPPINES LONG DISTANCE COMPANY (PLDT) PROFILE

PLDT is the leading supplier of domestic and international telecommunications services in the Philippines. Listed on the Philippine Stock Exchange (PSE: TEL) and with ADRs listed on the New York Stock Exchange (NYSE: PHI) and the Pacific Exchange, Manila-based PLDT is actively pursuing a convergence strategy through its three principal business groups -- fixed line, wireless and ePLDT. These businesses provide a comprehensive menu of products and services for over 7.3 million subscribers across the most extensive broadband and integrated networks in the country.

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 and ventures; TeleTech's ability to predict future revenues and associated costs, 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 Company's clients' products and services. Readers are encouraged to review TeleTech's 2000 Annual Report on Form 10-K, first and second 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.

SOURCE TeleTech Holdings, Inc.

CONTACT: Karen Breen, +1-303-397-8592, Karen.breen@teletech.com, or Dan Campbell, Investor Relations, +1-303-397-8634, Dan.campbell@teletech.com, both of TeleTech Holdings, Inc.; or Alberto Santos, Center Head, Multi Channel Contact Center of Philippines Long Distance Company, 63-2-816-8559