TeleTech Acquires Peppers & Rogers Group A Globally Renowned Customer-Centric Management Consulting Firm

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Expands TeleTech's Professional Services Capabilities and Extends TeleTech's Geographic Presence in Eurasia and the Middle East

ENGLEWOOD, Colo., Dec 01, 2010 (BUSINESS WIRE) -- TeleTech Holdings, Inc. (NASDAQ: TTEC), one of the world's largest global providers of comprehensive enterprise solutions that maximize revenue, transform customer experiences and optimize business processes, today announced a significant expansion of its professional services capabilities through its acquisition of an 80 percent interest in Peppers & Rogers Group, a leading global management consulting firm specializing in customer-centric strategies for Global 1000 companies. The Peppers & Rogers Group management team will retain ownership of the remaining 20 percent interest. With operations in the U.S., Europe, the Middle East and Africa, Peppers & Rogers Group is recognized as the world's leading authority on customer-based strategies with a deep understanding of the most powerful levers that drive customer loyalty and business results.

Peppers & Rogers Group was founded in 1993 by Don Peppers and Martha Rogers, Ph.D., who have received worldwide acclaim for their thought leadership in the customer strategy field. They have authored nine business strategy books, many of which serve as the foundation for teaching effective business and market strategies at leading colleges and universities around the world, and continually feed the market with new ideas through 1to1 Media, the company's independent publishing division. Peppers & Rogers Group's client base includes leading companies in the U.S., Europe, the Middle East and Africa.

Following the acquisition, which is expected to be immediately accretive to TeleTech's earnings, Peppers & Rogers Group will continue to operate independently to objectively develop, implement and support the execution of customer-based business strategies with the ultimate goal of maximizing the lifetime value of each customer relationship. The firm leverages its proven methodologies and advanced statistical models to analyze internal and external data to segment customers and develop business and marketing strategies designed to increase loyalty, reduce attrition and drive brand leadership.

"Given the growing complexity of a global marketplace and shifting customer communication channels, clients are increasingly seeking TeleTech's strategic advisory services to develop innovative strategies to differentiate the service experience for their customers," said Ken Tuchman, TeleTech chairman and chief executive officer. "The most successful brands recognize that delivering an exceptional service experience results in more profitable revenue growth and a higher market valuation than their less customer-centric peers."

"The caliber of Peppers & Rogers Group's strategic consulting services combined with our nearly three decades of execution excellence provides us with a unique solution and further strengthens our global professional services capabilities," continued Tuchman.

"The best customer-centric strategies fall short if they aren't flawlessly executed on the front-lines," said Don Peppers, Peppers & Rogers Group co-founder. "The collaboration between TeleTech and Peppers & Rogers Group brings strategy and execution together to improve the customer experience and drive increased revenue and profitability for our clients."

"In a world where products become commoditized overnight and purchase decisions are impacted far more by social circles than corporate marketing departments, the customer experience has become the ultimate brand differentiator," said Martha Rogers, Ph.D., Peppers & Rogers Group co-founder. "Working with TeleTech will enable us to leverage the combined thought leadership, vertical expertise and solution set of the two companies for the benefit of our clients."

Peppers & Rogers Group, founded in 1993, currently operates offices on six continents across the globe including headquarters in Norwalk, Connecticut and in Istanbul, Turkey along with regional offices in Belgium, Germany, Dubai, South Africa and Kuwait.

ABOUT PEPPERS & ROGERS GROUP

Peppers & Rogers Group is a management consulting firm recognized as the world's leading authority on customer-based business strategy. Founded in 1993 by Don Peppers and Martha Rogers, Ph.D., the firm is dedicated to helping companies grow the value of their business by growing the value of their customer base. The firm is focused on driving bottom-line results from the delivery and implementation of customer initiatives. With expertise that cuts across vertical industries, Peppers & Rogers Group partners, consultants and subject matter experts have a deep understanding of the most powerful value levers that drive business results. www.peppersandrogersgroup.com.

ABOUT TELETECH

For nearly 30 years, TeleTech and its subsidiaries have helped the world's largest companies achieve their most ambitious goals. As the go-to partner for the Global 1000, the TeleTech group of companies delivers technology-based solutions that maximize revenue, transform customer experiences and optimize business processes. From strategic consulting to operational execution, TeleTech's more than 42,000 employees drive success for clients in the communications and media, financial services, government, healthcare, technology, transportation and retail industries. Our companies deliver award-winning integrated solutions in support of customer innovation, revenue generation, hosted technology, enterprise innovation, learning innovation and professional services. For additional information, please visit www.teletech.com.

FORWARD-LOOKING STATEMENTS

Statements in this press release that relate to future results and events (including statements about future financial and operating performance) are

forward-looking statements based on TeleTech's current expectations. Actual results and events in future periods could differ materially from those projected in these forward-looking statements because of a number of risks and uncertainties including: achieving estimated revenue from new, renewed and expanded client business as volumes may not materialize as forecasted, especially due to the global economic slowdown; achieving profit improvement in our International BPO operations; the ability to close and ramp new business opportunities that are currently being pursued or that are in the final stages with existing and/or potential clients; our ability to execute our growth plans, including the successful integration of acquired companies and the sale of new products; the possibility of lower revenue or price pressure from our clients experiencing a business downturn or merger in their business; greater than anticipated competition in the BPO services market, causing adverse pricing and more stringent contractual terms; risks associated with losing or not renewing client relationships, particularly large client agreements, or early termination of a client agreement; the risk of losing clients due to consolidation in the industries we serve; consumers' concerns or adverse publicity regarding our clients' products; our ability to find cost-effective locations, obtain favorable lease terms and build or retrofit facilities in a timely and economic manner; risks associated with business interruption due to weather, fires, pandemic, or terrorist-related events; risks associated with attracting and retaining cost-effective labor at our delivery centers; the possibility of asset impairments and restructuring charges; risks associated with changes in foreign currency exchange rates; economic or political changes affecting the countries in which we operate; changes in accounting policies and practices promulgated by standard setting bodies; and new legislation or government regulation that adversely impacts our tax obligations, health care costs or the BPO and customer management industry. A detailed discussion of these and other risk factors that could affect our results is included in TeleTech's SEC filings, including our Annual Report on Form 10-K for the year ended December 31, 2009. The Company's filings with the Securities and Exchange Commission are available in the "Investors" section of TeleTech's website, which is located at www.teletech.com. All information in this release is as of November 30, 2010. The Company undertakes no duty to update any forward-looking statement to conform the statement to actual results or changes in the Company's expectations.

SOURCE: TELETECH

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