Acquisition of Leading Marketing Analytics Firm iKnowtion Strengthens TeleTech's Fully Integrated Customer Experience Portfolio

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Integrated Analytics and Effective Channel Marketing Strategies Aligns Actionable Customer Intelligence to Drive Higher Growth and Brand Loyalty Expected to be Immediately Accretive to Earnings

ENGLEWOOD, Colo.--(BUSINESS WIRE)--Feb. 28, 2012-- TeleTech Holdings, Inc. (NASDAQ: TTEC), a leading global provider of technology-enabled customer engagement and experience solutions today announced the expansion of its offerings with the acquisition of iKnowtion, a marketing analytics firm that helps Fortune 1000 companies harness the power of big data and turn it into a strategic asset.

Since its founding in 1999, iKnowtion has helped some of the world's largest and most respected companies strengthen brand engagement, maximize customer value and build greater customer loyalty. iKnowtion's recurring revenue model combined with its proprietary analytics engine integrates marketing analytic methodologies with business consulting expertise to help clients deliver superior outcomes in three critical areas: demand generation, increased wallet share and channel optimization.

The acquisition will strengthen TeleTech's fully integrated customer experience portfolio, while adding some of the world's largest companies to TeleTech's existing client base. As with previous acquisitions, TeleTech will fully leverage the expanded sales opportunities within iKnowtion's existing clients and believes its 175 global clients will also benefit from the data-driven solutions that iKnowtion offers.

"The vast amount of big data that is now available in the burgeoning digital economy is dramatically changing how companies compete," said Ken Tuchman, chairman and chief executive officer. "Companies that successfully leverage real-time customer insights have the ability to create more personalized and profitable relationships with their customers. As a result, there is an accelerating need for data analytics expertise to enable smarter, more effective business decisions."

"The acquisition of iKnowtion bolsters our ability to apply the right blend of people, processes and technology to gather and act on customer insights to drive increased brand differentiation for our clients," continued Tuchman. "iKnowtion is a natural extension of our ability to meet the increasingly complex needs of our clients while at the same time enhancing the strength of our proprietary, technology-based solutions."

"We are very excited to align ourselves with a leader in the customer experience revolution," said Bill Duffy, founder and managing partner for iKnowtion. "For the past 12 years our organization has successfully unlocked the power of data for our clients across the automotive, financial services, retail and consumer goods verticals and we look forward to offering that expertise to TeleTech's prestigious client base."

The acquisition is expected to be immediately accretive to TeleTech's earnings.

ABOUT IKNOWTION

iKnowtion is a marketing analytics consulting firm that helps Fortune 1000 companies optimize the impact of marketing expenditures from demand generation to customer development and resource effectiveness. iKnowtion's industry knowledge and expertise, combined with a comprehensive and proven analytic approach, provides businesses with the marketing insights and analytical engines required to dramatically improve business results. Global leaders in automotive, financial services, retail and consumer goods rely on iKnowtion to help increase market share, boost customer loyalty and optimize marketing spending. Founded in 1999, the company is headquartered in Burlington, MA. For more information, please visit http://www.iknowtion.com.

ABOUT TELETECH

For nearly 30 years, TeleTech and its subsidiaries have helped the world's most successful companies design, build, implement and manage superior customer experiences across the customer lifecycle in order to drive shareholder value. 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, our 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, technology innovation, enterprise innovation, learning innovation and strategic management consulting. For additional information, please visit http://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 sales 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; the risk of integrating strategic acquisitions; 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, 2011. The Company's filings with the Securities and Exchange Commission are available in the "Investors" section of TeleTech's website, which is located at http://www.teletech.com. All information in this release is as of February 28, 2012. 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 Holdings, Inc.

TeleTech Holdings, Inc.
Investor Contact
Karen Breen, 303-397-8592
or
Media Contact
Jeanna Blatt, 303-397-8507