



## eLoyalty is The First Cisco Partner to Achieve Cloud Provider Certification (HCS) and Contact Center as a Service (CCaaS) Designation

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*This Certification Adds an Important New Dimension to eLoyalty's Customer Experience Technology Capabilities*

AUSTIN, Texas--(BUSINESS WIRE)--Oct. 24, 2012-- [TeleTech Holdings](#), Inc. (NASDAQ: TTEC), a leading global provider of technology-enabled customer experience solutions, announced today that [eLoyalty, LLC](#), a TeleTech company, has achieved the Cisco Cloud Provider Certification and Cloud Hosted Collaboration Solution (HCS) designation to support its expanding role in deploying cloud solutions. eLoyalty is the first Cisco partner certified to offer Contact Center as a Service (CCaaS).

As its first authorized CCaaS Service Provider, Cisco recognizes eLoyalty for its investment in building, owning and operating two distinct data centers to offer private and multitenant cloud services to end customers. Additionally, eLoyalty's cloud service offerings enhance customer experience, scale rapidly, integrate with proprietary client systems, reduce capital spending, and meet stringent security and privacy standards.

With this designation, eLoyalty integrates its current enterprise-class global cloud contact center suite of technology solutions with Cisco's HCS platform for clients who want cloud solutions, or want to blend cloud and on-premise deployments in a hybrid solution.

"eLoyalty has long been a leader in designing and implementing premise and cloud contact center solutions for Fortune 1000 clients," said Steve Pollema, president of eLoyalty. "With this new Cisco Certified Cloud Provider designation, eLoyalty is further elevating the global customer experience by leveraging Cisco's Unified Communications and Customer Collaboration applications."

Earlier this year, Cisco honored eLoyalty with its exclusive Customer Service Excellence Award. The award recognizes the high customer satisfaction ratings that eLoyalty received during an annual survey conducted by Cisco. eLoyalty has achieved this distinction every year since the award's inception in 2007.

The Cisco Cloud Partner Program empowers channel partners to build end-to-end cloud solutions and professional services practices based on Cisco cloud computing infrastructure. This program offers training based on Cisco best practices, tools, and intellectual property, as well as one-on-one mentoring to help channel partners as they enhance their competencies in selling and implementing end-to-end cloud services.

### **ABOUT eLoyalty, LLC**

eLoyalty, LLC, a wholly-owned subsidiary of TeleTech Holdings, Inc., is recognized industry-wide for 20 years of technical expertise in transforming customer management environments for a wide variety of multinational clients. eLoyalty has unparalleled experience and qualifications with managed on-premise or cloud multichannel contact center solutions, as well as virtual store and branch integration. Enterprises that require advanced voice and data technologies integrated with customer-focused business design turn to eLoyalty for consulting services, systems integration, application development, monitoring, and managed services. Drawing on relationships with industry leaders like Cisco Systems, eLoyalty blends their services with industry-leading hardware and software applications to deliver best-in-class solutions. For more information, visit eLoyalty on the web at [www.loyalty.com](http://www.loyalty.com).

### **ABOUT TELETECH**

For nearly 30 years, TeleTech and its subsidiaries have helped the world's most successful companies design, enable, manage and grow customer value through the delivery of superior customer experiences across the customer lifecycle. As the go-to partner for the Global 1000, the TeleTech group of companies delivers technology-enabled solutions that maximize revenue, transform customer experiences and optimize business processes. From strategic consulting to operational execution, our more than 40,000 employees drive success for clients in the communications and media, financial services, government, healthcare, technology, transportation and retail industries. Through the TeleTech Community Foundation, the company leverages its innovative leadership to ensure that students in underserved communities around the globe have access to the tools and support they need to maximize their educational outcomes. For additional information, please visit <http://www.teletech.com>.

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Source: TeleTech Holdings, Inc.

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