



eLoyalty Recognized by Cisco as Unified Contact Center Enterprise Satellite Authorized Technology Provider in Canada

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DENVER, Feb. 11, 2014 /PRNewswire/ -- eLoyalty, a part of TeleTech's Customer Technology Services division, announced today that it has achieved the Unified Contact Center Enterprise Satellite Authorized Technology Provider (ATP) status from Cisco. This designation recognizes eLoyalty as having fulfilled the training requirements and program prerequisites to sell, deploy and support Cisco Unified Contact Center solutions targeted to the high-end enterprise contact center marketplace.

"Many of our Global 1000 clients have been engaged in the Canadian market for years, becoming Cisco ATP in Canada uniquely qualifies eLoyalty to deliver transformational technology solutions for current and prospective clients," said Steve Pollema, eLoyalty president. "We are focused on delivering the best-in-class technology and customer experience services to our clients with innovative unified contact center enterprise solutions."

To qualify for Cisco Unified Contact Center ATP status, eLoyalty had to meet a number of requirements, from achieving the Cisco Advanced Unified Communications Specialization to maintaining high levels of customer satisfaction. Channel partners must have staff that can fulfill specific job responsibilities. Partners are also required to build a lab for development and customer-fault replication. The lab must contain current, upgraded and maintained Cisco Unified CCE solutions, each configured for real world testing to simulate actual end-user conditions.

The Cisco Authorized Technology Provider (ATP) Program is part of Cisco's go-to-market strategy for emerging technologies. The program helps Cisco to define the knowledge, skills and services that channel partners need to successfully sell, deploy and support an emerging technology. As the market changes, an ATP may be discontinued or evolve into a Cisco specialization.

About eLoyalty

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 and 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 <http://www.eloyalty.com/>.

About TELETECH

TeleTech, founded in 1982, is a leading global provider of analytics-driven, technology-enabled services that puts customer engagement at the core of business success. The Company offers an integrated platform that combines analytics, strategy, process, systems integration, technology and operations to simplify the delivery of the customer experience for Global 1000 clients and their customers. This holistic multichannel approach improves customer satisfaction, increases customer loyalty and drives long-term profitability and growth. From strategic consulting to operational execution, TeleTech's approximately 40,000 employees deliver results for clients in the automotive, 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://bit.ly/13r6HZM>

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