



TeleTech Positioned as a Leader in Gartner's Magic Quadrant for Customer Management Contact Center BPO for Fourth Consecutive Year

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Position Based on TeleTech's Completeness of Vision and Ability to Execute

DENVER, March 17, 2014 /PRNewswire/ -- [TeleTech](#) Holdings Inc. (NASDAQ: TTEC), a leading global provider of analytics-driven, technology-enabled customer engagement solutions, today announced that Gartner has positioned the company in the Leaders quadrant of the Gartner Magic Quadrant. This is the fourth consecutive year that TeleTech has attained placement in the Leaders quadrant for Customer Management Contact Center Business Process Outsourcing (BPO), by [T.J. Singh](#), published 24 December 2013.



"We are all proud to be included in the Gartner Leaders quadrant for the fourth straight year," said Ken Tuchman, TeleTech chairman and chief executive officer. "TeleTech is committed to a simple vision: empower companies to transform into customer experience leaders in their industries. In an increasingly commoditized and social global landscape, we have proven time and again that a quality customer relationship is the critical differentiator that not only generates more business, but also increases the economic value of the individual customer. We are honored to be recognized by Gartner once again, and will continue to invest in and optimize the comprehensive consulting, technology, care and growth services that we offer across many industries, and throughout the customer lifecycle."

Gartner's criteria for leadership positioning in the Magic Quadrant for CM Contact Center BPO is reserved for companies that demonstrate "market-defining vision and the ability to execute against that vision through CM contact center BPO service offerings, business/pricing models and service delivery models. They have a superior understanding of client needs and of current market conditions, and they are actively building competencies to sustain their leadership position."

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 over 40,000 employees speaking over 50 languages, 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 www.teletech.com.

ABOUT GARTNER'S MAGIC QUADRANT

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