



## **eLoyalty's Cloud Platform Achieves PCI and HIPAA Compliance**

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### **Cloud Customer Experience Solution Recognized for Meeting Stringent Industry Specific Security Regulations**

DENVER, July 9, 2014 /PRNewswire/ -- TeleTech Holdings, Inc. (NASDAQ: TTEC), today announced that eLoyalty, part of its customer technology services division, has received its Payment Card Industry (PCI) and Health Insurance Portability and Accountability Act (HIPAA) compliance for its cloud platform. These recognitions signify that eLoyalty addresses the most strict and sensitive industry regulatory requirements by keeping data and systems fully protected within its data centers. Additionally, as eLoyalty continues to expand its services within the healthcare vertical, it can now offer industry leaders a multi-channel customer experience solution that meets all requirements outlined by HIPAA's rigorous security standards.

"Cloud computing is an increasingly attractive option for powering a seamless customer experience, yet we recognize the concerns it generates for security-conscious businesses, in particular for those working with sensitive healthcare information," said Eric Quitugua, information security officer, eLoyalty. "With our PCI and HIPAA compliance, these businesses can leverage the robust capabilities of our cloud platform, while trusting that customer data is protected with state of the art security."

"We're dedicated to delivering holistic and transformational customer experience solutions that serve a variety of businesses and industries," said Steve Pollema, eLoyalty president and senior vice president, customer technology, TeleTech. "Ensuring the security of our client's data, as well as their customer's data, is of utmost importance to us, as evident by our pursuit of these two security standards."

Obtaining the PCI and HIPAA compliance entailed extensive third party auditing of eLoyalty's cloud platform to ensure there were no areas of risk. The auditing will be performed annually in order to maintain compliance. The PCI and HIPAA assessments were conducted specifically for eLoyalty's Denver and Phoenix data centers, which account for more than 90% of eLoyalty's cloud platform computing. eLoyalty's brand new data center in Austin, Texas is currently undergoing the same rigorous PCI and HIPAA assessment in order to show compliance.

#### **ABOUT ELOYALTY, LLC**

eLoyalty, LLC, a wholly-owned subsidiary of TeleTech Holdings, Inc., is recognized industry-wide for 25 years in transforming customer management environments for a wide variety of multinational clients across a variety of industries. eLoyalty has unparalleled experience and qualifications with managed on-premise and cloud multichannel contact center solutions, as well as virtual store and branch integration. Organizations that require advanced voice, data, and multichannel technologies integrated with customer experience strategy turn to eLoyalty for consulting and professional services, systems integration, application development, monitoring, managed services, and transformational customer experience solutions. 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.eloyalty.com](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 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 [teletech.com](http://teletech.com).

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