



eLoyalty Launches Its Comprehensive Customer Experience Technology Solution to the White Label Market

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eLoyalty's Cloud Solution Allows Businesses to Seamlessly Deliver Personalized Customer Experiences across Every Interaction Channel

DENVER, July 16, 2014 /PRNewswire/ -- TeleTech Holdings, Inc. (NASDAQ: TTEC) – [TeleTech](#) today announced that [eLoyalty](#), part of its customer technology services division, is packaging its omnichannel customer experience cloud technology solution as a white label offering. With decades of expertise and a deep understanding of what it takes to meet the needs of both today's customers and the businesses that serve them, eLoyalty has developed infrastructure that powers seamless interactions across every channel. With today's announcement, eLoyalty is making its solution readily available to select partners across a range of industries. The white label offering can be delivered through a private, hybrid or public cloud.

"As customer centricity becomes increasingly vital in order to grow revenue and cultivate brand loyalty, companies across a range of markets are realizing the importance of delivering a seamless customer experience across every interaction channel," said Ryan Swanger, senior vice president of eLoyalty. "We've put nearly three decades of customer experience knowledge into a solution that unites a company's customer experience processes and technology, and today, we're opening it up to partners to bring the solution to their clients."

eLoyalty's infrastructure delivers a wide range of tools to enhance companies' relationships with customers and improve internal workforce operations. The new white label offering extends functionality in the following areas:

- **Omnichannel Interaction Management:** A holistic management system supporting a complete and integrated customer experience across email, mobile, inbound and outbound inquiries, web chat, collaboration tools, social networking, SMS text and video
- **Data Analytics:** A data mart for gathering and analyzing customer data across all channels to glean comprehensive insight and intelligence about customer activity
- **Operations and Workforce Management:** State of the art internal operational tools for quality assurance, workforce management, and social knowledge collaboration to monitor and analyze employee activity for better efficiency
- **CRM integration:** Deep integration with CRM leaders, such as Salesforce.com®

eLoyalty's white label solution is for partners seeking to offer clients best-in-class technology and practices without having to invest in the costly and involved process of developing the infrastructure themselves. eLoyalty's infrastructure can be customized to meet a range of business needs through custom integrations, competitive pricing models and private, hybrid and public cloud deployment options, combined with security consistent with industry best practices. eLoyalty's white label cloud solution is flexible enough to work with small- to medium-sized businesses, as well as the most complex, large enterprises. For more information about this new offering, or about eLoyalty's own customer experience technology solutions, please visit: [eloyalty.com](#).

ABOUT ELOYALTY, LLC

eLoyalty, LLC, a wholly-owned subsidiary of TeleTech Holdings, Inc., is recognized industrywide 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 [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](#).

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Investors, Paul Miller, 303.397.8641 or Media, Elizabeth Grice, 303.397.8507