



TeleTech Launches Humanify to Help Brands Redefine the Customer Experience

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Launch of New Wholly Owned Subsidiary to Provide Technology to Help Companies to Deliver Frictionless Customer Experiences Across Every Channel

DENVER, Nov. 12, 2014 /PRNewswire/ -- [TeleTech](#) Holdings, Inc. (NASDAQ: TTEC), a leading global provider of analytics-driven, technology-enabled customer engagement solutions, today announced the launch of Humanify to redefine the way companies and customers interact in today's highly-connected, mobile world. Humanify provides a data-driven SaaS-based technology platform that, for the first time, brings inline service and support. Humanify directly links a customer to the resources that can help them best – any time, across any channel they choose.

"For more than 30 years, we have partnered with clients to deliver cutting edge customer engagement technology at scale and reliability enabling lasting relationships rooted in trust," said Ken Tuchman, chairman and chief executive officer of TeleTech. "In a time of massive change, fueled by wireless connectivity, social, mobile and big data, technology is at the center of enabling an exceptional customer experience. We created Humanify to push the limits on what's possible and establish a new standard for customer engagement."

TeleTech has named Mike Betzer as chief executive officer of Humanify. Betzer is a seasoned customer experience executive with deep expertise managing growing businesses in both startup and publicly held corporate environments. "It is a new world, one where the customer is squarely in charge. Technology and data analytics have put the power back in the hands of the customer," said Betzer. "Customers deserve better, and companies want to do better, but it is difficult and costly to change out legacy systems and processes. Now because of advanced analytics, the Cloud and new omnichannel technologies, we're able to provide solutions through Humanify that improve the experience while reducing costs."

Humanify's first product at launch will be EXPERTconnect, a platform that matches customers to relevant information, data, and expert resources who share their interests and passions. This personalization brings a new level of empathy and insight into every interaction. Humanify is also focused on creating products for specific industries that have a high demand for individualization and human expertise, such as healthcare, financial services and retail.

"The time is right for a solution like this," said Michael DeSalles, principal analyst with Frost & Sullivan. "With Humanify, TeleTech is poised to be far ahead by providing the path for a frictionless and personalized customer experience. It bridges the gap between just having a mobile app, and inserting the 'next step' in the move to putting the customer in charge of a seamless experience. This solution has the potential to completely change the game for customers and the brands that serve them all over the world."

Humanify is a flexible solution designed to adapt to customers' communication preferences. The platform is embedded in the first point of contact with a consumer, either mobile or web, and provides a direct connection to the source that has the most relevant information delivered in the customer's channel of choice.. With dozens of patents, the offering integrates with the technologies of today, yet is designed to shape how service and support will be done tomorrow.

ABOUT TELETECH

TeleTech, founded in 1982, is a leading global provider of analytics-driven, technology-enabled customer experience solutions. The Company offers an integrated platform that combines consulting, technology, care and growth services to simplify and personalize interactions that build deep engagement between people and brands. 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 42,000 employees speaking over 50 languages deliver results for Global 1000 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 telettech.com.

ABOUT HUMANIFY

Humanify, a wholly owned subsidiary of TeleTech, is a customer experience technology company dedicated to changing the way brands and consumers interact. The company provides an easy-to-plug-in SaaS platform that utilizes data-driven processes to provide immediate context on who a customer is, what he or she is doing, and how he or she wants to connect on any given channel. Humanify simplifies interactions for customers, streamlines processes for customer-facing employees and improves profitability for enterprises. For more information, please visit www.humanify.com.

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