



## TeleTech Joint Venture Percepta Expands in China

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### Expanded Contact Center Operations to Support Launch of New Ford Lincoln Models in China Market

DENVER, Dec. 9, 2014 /PRNewswire/ -- [TeleTech](#) Holdings, Inc. (NASDAQ: TTEC), a leading global provider of analytics-driven, technology-enabled customer engagement solutions, today announced plans to expand in China through [Percepta, LLC](#), a global joint venture with Ford Motor Company. Providing service and support through all stages of the customer lifecycle, Percepta operates customer contact centers on five continents specifically for the automotive industry.

"We're pleased to expand our presence in the China market and bring Percepta's customer experience expertise to this region," said Ron Chmara, chief executive officer of Percepta. "We are looking forward to our continued partnership with Lincoln in support of the exciting recent launch of their first two new models in China."

Customers around the globe are increasingly seeking and expecting personalized service when they communicate with automobile manufacturers and retailers. With the arrival of the Lincoln MKZ and all-new Lincoln MKC in September, the newly launched Lincoln China customer experience operation will deliver seamless customer interactions by managing inquiries and helping with dealer set up.

"For more than a decade, Percepta has been a great partner for Ford Motor Company and we're excited to be expanding together in such an important market," said Robert Parker, president, Lincoln China. "With the introduction of Lincoln in China, Percepta will support us in delivering a warmer, more engaging purchasing and ownership experience personally crafted to the individual needs and desires of our luxury customers."

#### ABOUT PERCEPTA

Established in April 2000, Percepta is a global joint venture with Ford Motor Company and TeleTech Holdings Inc., and provides customer management services and solutions to the automotive industry. On behalf of various clients in the automotive industry, Percepta manages customer concern resolution, inbound and outbound marketing information services; warranty and policy claim management; pre-purchase information services recall and technical advice; online vehicle purchase management; dealer lead verification and distribution; customer financial services support; claims center; corporate support center; marketing and communications center; dealer certification programs; and eLearning. Percepta operates worldwide from locations in Melbourne and Sydney, Australia; Toronto, Canada; Glasgow, Scotland; Coventry and Warley, England; Koeln, Germany; Bangkok, Thailand and Pretoria, South Africa as well as Melbourne, Florida; Dearborn, Michigan; and Rockleigh and Mahwah, New Jersey in the United States. Percepta is ISO 9001:2000 Certified.

#### 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 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 [teletech.com](http://teletech.com).

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