



'Vision to Results' Goes Digital as TeleTech Launches New Customer Experience Execution Leadership App

March 2, 2015

DENVER, March 2, 2015 /PRNewswire/ -- [TeleTech](#) Holdings, Inc. (NASDAQ: TTEC), a leading provider of customer experience, engagement and growth solutions, today announced it has launched a new app based on the rogenSi Vision to Results (VTR) framework. Acquired in 2014, rogenSi is now part of TeleTech's Customer Strategy Services segment. The VTR app, which is available to download free for iPhone or Android, is designed to provide business leaders with essential and useful tips to help them deliver change initiatives.

As a company committed to helping organizations differentiate their brand through the customer experience, TeleTech recognizes that many leaders will be looking to implement strategic changes. This app is a simple but effective tool designed to help leaders drive the change they need.

Consisting of four simple steps: Set Direction, Engage & Excite, Enable & Execute and Sustain Momentum, the framework then drills down to the drivers that are key to successful execution.

Glenn Price, regional managing director of TeleTech Consulting Europe, formerly rogenSi EMEA, explains that the idea behind the app is to provide a series of practical leadership tips and coaching questions that help any leader drive strategy execution.

"Most leaders are good at strategy and the tendency is to jump straight into action, missing vital steps in the process, which could ultimately lead to failure. We have used this framework with leading global companies who are often bowled over by the simplicity and effectiveness of the tool, and we wanted a way for companies globally to access the tool for free," said Price.

To encourage the all-important reflective element of leadership and to ensure that the tips are relevant to the app user's particular business and industry, each tip can be swiped on screen to reveal a set of coaching questions. Leaders can use these for their own thought-process or to help steer conversations in the right direction and gain alignment from their teams.

"In a sense it is a very personal leadership tool which can have enormous organizational impact and ultimately help drive successful outcomes," continued Price.

For more information and to download the free VTR app, go to www.teletech.com/thought-leadership/ebooks-and-apps/vision-results-app.

ABOUT TELETECH

TeleTech is a leading global customer engagement company. Founded in 1982, the Company helps its clients acquire, retain and grow profitable customer relationships. Using customer-centric strategy, technology, processes and operations, TeleTech partners with business leadership across marketing, sales and customer care to design and deliver a simple, more human customer experience across every interaction channel. Servicing over 80 countries, TeleTech's 46,000 employees live by a set of customer focused values that guide relationships with clients, their customers, and each other. To learn more about how TeleTech is bringing humanity to the customer experience visit TeleTech.com.

ABOUT ROGENSI

Now part of the TeleTech Consulting family, for over 45 years [rogenSi](#) has inspired exceptional performance in leaders and their organizations globally. We partner with business leaders to help them achieve their goals through leadership alignment and development, cultural change and transformation, as well as through sales execution and training.

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