



TeleTech Recognized for B2B Marketing Excellence in Digital Innovation at Colorado BMA Gold Key Awards

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New Corporate Website Wins Gold Award for Modern Design, Compelling Content and Strong User Engagement

DENVER, May 4, 2015 /PRNewswire/ -- [TeleTech](#) Holdings, Inc. (NASDAQ: TTEC), a leading provider of customer experience, engagement and growth solutions, today announced it has received a 2015 Gold Key Award from the [Colorado Chapter of the Business Marketing Association](#) (BMA) for the redesign of its corporate website. The recognition took place at the annual Gold Key Awards Gala on Friday, May 1 at the Denver Museum of Nature and Science with over 300 B2B marketers in attendance.

TeleTech entered its website, [teletech.com](#), in the Digital Marketing: Website - \$50,000+ category. The company rebuilt its corporate website in 2014 to leverage and showcase TeleTech's new positioning as an end-to-end partner for customer experience transformation. TeleTech has seen significant results since launching the new site with a substantial increase in number of visits to the site, as well as in unique visits and pages viewed. The overall engagement with thought leadership content has more than doubled.

"We're honored to be recognized with a BMA Gold Key award in the community where we operate," said Keith Gallacher, EVP of Global Markets and Industries, TeleTech. "As we continue to transform TeleTech's business, our website plays a key role in defining who we are and what we do while adding value for both our clients and employees."

The Gold Key Awards is recognized as Colorado's most prestigious competition dedicated solely to business-to-business marketing communications. This year's program received nearly 200 submissions from some of the state's top B2B businesses and agencies. A panel of six independent judges representing agency and corporate marketing professionals across the country scored entries in more than 65 categories on objectives, creativity, production and results.

"The Board of Directors extends our congratulations to this year's winners. Each is to be commended for being the very best in business-to-business marketing," said Colorado BMA Executive Director Marilee Yorckak. "With an emphasis on quality and results, the BMA Gold Key Awards are highly coveted by Colorado marketers."

To view the complete list of winners and credits, visit [www.bmacolorado.org/goldkey/](#). For more information on the awards and winners, email [info@bmacolorado.org](#), or call 303.607.9957.

ABOUT TELETECH

TeleTech is a leading global provider of customer experience, engagement and growth solutions. 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 BMA COLORADO

Dedicated exclusively to the discipline of business-to-business marketing, the Colorado chapter of the Business Marketing Association (BMA) is the premier organization for marketing professionals in the region. Its membership is comprised of more than 500 business-to-business marketing practitioners employed by the region's leading corporations, agencies, suppliers, and small businesses. As one of the largest marketing organizations in the region and the largest BMA chapter in the country, BMA Colorado enriches the professional lives of its members by offering unparalleled opportunities for education, networking, and recognition, as well as exclusive access to industry resources and services. To learn more about BMA Colorado, visit [www.bmacolorado.org](#).

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