



## **eLoyalty Recognized as a Major Player in IDC MarketScape: Worldwide Hosted and Cloud Contact Center 2016 Vendor Assessment**

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### **TeleTech Technology Subsidiary Rated Very Favorably by Clients in New IDC Study**

DENVER, April 7, 2016 /PRNewswire/ -- eLoyalty, part of [TeleTech](#) Technology, has been named as a Major Player in the [IDC MarketScape: Worldwide Hosted and Cloud Contact Center 2016 Vendor Assessment](#). The study includes analysis of nine worldwide vendors selling hosted and cloud-based contact center services to end users and service providers.

The cloud contact center (CCC) services market is growing and maturing quickly. IDC estimates that U.S. spending on hosted contact center (HCC) services will increase at a CAGR of 10.8 percent until 2019.<sup>1</sup> Consumer communication preferences and demands and contact center buyers' needs for greater efficiency and flexibility are forces driving growth in this market.

"We're honored to have eLoyalty named as a Major Player in the IDC MarketScape: Worldwide Hosted and Cloud Contact Center 2016 Vendor Assessment," said Steve Pollema, senior vice president, TeleTech Technology. "This recognition exemplifies our success in delivering transformational customer engagement solutions to our clients in the rapidly evolving and complex cloud contact center services world."

According to the IDC MarketScape study, when customers were asked to assess the company's breadth of channels, fairness and competitiveness of pricing, scalability and flexibility, and whether the service helped with the regulatory compliance and leverage talent, they rated eLoyalty very favorably.

"Contact center environments have been challenged to evolve from complex, legacy solutions to modern architectures while maintaining service levels to their customers," said Mary Wardley, vice president Customer Service and Contact Center Solutions at IDC. "Hosted and cloud contact center software offers organizations the needed contact center capabilities of modern architectures in typically much faster deployment times."

<sup>1</sup> IDC U.S. Hosted and Cloud Contact Center Services 2015-2019 Forecast: The Impact of Consumer Expectations, doc #255846, May 2015

#### **ABOUT TELETECH**

TeleTech (NASDAQ: TTEC) 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 44,000 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 IDC MARKETSCAPE**

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

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