



TeleTech Named Gold Winner by Best in Biz Awards

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Revana AQ360 (SM) Recognized as Best New Product Feature of the Year

DENVER, March 16, 2017 /PRNewswire/ -- [TeleTech Holdings, Inc.](#) (NASDAQ: TTEC), a leading global provider of customer experience, engagement and growth solutions, has recently been named a Gold winner in the Best New Product Feature of the Year in Best in Biz Awards, the only independent business awards program judged by members of the press and industry analysts. Revana, the growth services division of TeleTech, was recognized for its AQ360SM solution, a closed-loop digital marketing and sales ecosystem which enables a real-time, 360-degree view of a customer's online journey.

AQ360 works by driving the flow of contextual data between digital marketing and sales. It enables CMOs and CSOs to leverage the information from every customer interaction – whether its voice, mobile, social, or chat – and use it to create personalized customer action plans. The result is higher sales conversion rates, and optimized marketing ROI.

"Connecting the touchpoints from customer interactions allows for a deeper understanding of each customer's experience with the brand," said Judi Hand, Chief Revenue Officer, TeleTech. "By recognizing these customers as individuals, Revana is able to design the appropriate next step in their customer journey which deepens engagement and improves results."

The sixth annual program in North America garnered more than 600 entries, from an impressive array of public and private companies of all sizes and from a variety of industries and geographic regions in the U.S. and Canada. Best in Biz Awards 2016 honors were presented in 60 categories, including Company of the Year, Fastest-Growing Company of the Year, Most Innovative Company of the Year, Best Place to Work, Technology Department of the Year, Executive of the Year, Most Innovative Product of the Year, Best New Product of the Year, App of the Year, PR Campaign of the Year and Website of the Year.

"If companies are going to stand out from the crowd and remain competitive in future years, innovation is key. The market is tough and there is no guarantee that today's dominant players will remain so — unless time and effort are concentrated on research and development," said Charlie Osborne, ZDNet, one of Best in Biz Awards' judges this year. "This year's entries in Best in Biz Awards highlighted not only innovative business practices but the emergence of next-generation technologies which will keep companies current and relevant."

Winners of Best in Biz Awards 2016 were determined based on scoring from an independent panel of 50 judges from widely known newspapers, business, consumer and technology publications, TV outlets, and analyst firms. For a full list of gold, silver and bronze winners in Best in Biz Awards 2016, visit: <http://www.bestinbizawards.com>

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. TeleTech's 48,000 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 BEST IN BIZ AWARDS

Now in its sixth year, Best in Biz Awards recognizes companies for their business success as judged by established members of the press and industry analysts. Best in Biz Awards honors are currently conferred in two separate programs: North America and International, and in more than 60 categories, including company, team, executive, product and PR and media. Entries for Best in Biz Awards 2017 International are currently being accepted until the final deadline on April 28, 2017. For more information, visit: <http://www.bestinbizawards.com>.

Investor Contact	Media Contact
Paul Miller	Olivia Griner
303.397.8641	303.397.8999

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