



Music Retailer Selects eLoyalty, a TeleTech Company, to Rock On in the Cloud

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DENVER, June 1, 2017 /PRNewswire/ -- [eLoyalty](#), part of TeleTech, a leading global provider of customer experience, engagement and growth solutions delivered through a proprietary end-to-end customer engagement as a service offering, today announced the world's largest musical instruments retailer will implement and utilize eLoyalty's – Cisco® Powered Hosted Collaboration Solution/Contact Center as a Service (HCS/CCaaS) Cloud solution to move its customer experience to the next level.

<http://www.teletech.com/solutions/technology>

This nearly 60-year-old, world renowned brand of musical expertise and technology has seen solid organic growth and expansion due to its high-quality products and services. As it sought to expand its sense of community for its family of lifestyle brands as well as continue its "one interaction at a time" way of doing business, the retailer was challenged with creating a multi-channel multi-touch personalized communication stream to provide a stronger customer experience. The ultimate goal for the retailer is to drive engagement through a cost-effective, results-oriented solution while recognizing a speed-to-market advantage.

"We are confident our Cloud solution will serve to further the client's desire to deepen its personal connections with its customers, one transaction at a time," concluded Steve Pollema, Senior Vice President, Customer Technology Services, TeleTech. "We're delighted to have this opportunity to revolutionize the customer experience of this legendary musical instruments retailer."

The music retail legend will leverage eLoyalty's cloud solution and professional services for 200 agents, growing to 500, during peak seasons over 36 months allowing for flexibility and personalized engagement. eLoyalty's enterprise Cloud solution includes omnichannel functionality, a robust interactive voice response (IVR) and Verint® workforce optimization (WFO,) as well as integrated customer relationship management (CRM.)

Learn more about additional clients using our cloud solutions at <http://www.teletech.com/solutions/technology/>.

ABOUT ELOYALTY

eLoyalty, a TeleTech (NASDAQ: TTEC) company, was the first North American partner to achieve Cisco HCS Certification and Contact Center as a Service Designation, has received the Cisco Advanced Technology Partner Certification for Contact Center Enterprise and Customer Voice Portal, and the Cisco Customer Satisfaction Award every year since 2007. We are the only Cisco Cloud Partner offering a solution with this type of increased flexibility and capability incorporated directly into the HCS platform. With a 95 percent client renewal rate, eLoyalty has proven itself a deserving partner as it helps chart customer experience technology roadmaps, implementing cloud systems to provide safer, faster, smarter, and more agile service interactions. For more information, visit [eLoyalty.com](#).

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ABOUT TELETECH

TeleTech (NASDAQ: TTEC) is a leading global provider of customer experience, engagement and growth solutions delivered through a proprietary end-to-end customer engagement as a service offering. 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](#).

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