SEC Form 4

Washington, D.C. 20549

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FORM 4

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

	s of Reporting Person*			er Name and Ticker ETECH HOL				tionship of Reporting all applicable)	Person(s)	to Issu	er
TUCHMAN I	<u>KENNETH D</u>						X	Director	X 1	10% O\	wner
(Last)	(First)	(Middle)	_				X	Officer (give title below)		Other (: below)	specify
	HOLDINGS, INC.		3. Date 09/17/	of Earliest Transac 2008	tion (Month/Da	y/Year)		CEO & Chairr	nan of the	e Boar	d
9197 S. PEORIA	STREET										
(Street)			4. If Am	endment, Date of (Driginal Filed (I	Month/Day/Year)	6. Indiv	idual or Joint/Group	Filing (Cheo	ck Appl	icable Line)
ENGLEWOOD	СО	80012					X	Form filed by One	Reporting I	Person	
								Form filed by More	e than One	Report	ing Person
(City)	(State)	(Zip)									
	1	Fable I - Non-	-Derivative S	Securities Acq	uired, Disp	oosed of, or Benefic	ially O	wned			
1 Title of Security (Inetr 2)		2 Transaction	24 Deemed	3	4 Securities Acquired (A)	or	5 Amount of	6 Owners	hin	7 Nature of

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transa Code (8)	ction	4. Securities A Disposed Of (I		8, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(1150.4)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transac Code (II	ction	Derivative Expiration Date of Securitie Securities (Month/Day/Year) Underlying				7. Title and Amount of Securities Underlying Security			Ownership Form:	11. Nature of Indirect Beneficial	
(Instr. 3)	Price of Derivative Security		(Month/Day/Year)	8)		Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			Derivative Security (Instr. 3 and 4)			(Instr. 5)	Beneficially Owned Following Reported	Direct (D) or Indirect (I) (Instr. 4)	Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		Transaction(s) (Instr. 4)		
Employee Stock Option (right to buy)	\$7.95	09/17/2008		A ⁽¹⁾⁽²⁾		420,000		10/01/2001	10/01/2011	Common Stock	420,000	(1)(2)	420,000	D	
Employee Stock Option (right to buy)	\$6.98	08/17/2008		D ⁽¹⁾⁽²⁾			420,000	10/01/2001	10/01/2011	Common Stock	420,000	(1)(2)	0	D	

Explanation of Responses:

1. The Reporting Person voluntarily agreed to amend outstanding stock options that were granted on October 1, 2001 by increasing the exercise price from \$6.98 to \$7.95 per share (a \$0.97 increase) because these stock options were mistakenly issued with an exercise price that was below the fair market value of TeleTech?s common stock on the appropriate accounting measurement date. As previously announced in TeleTech Holdings, Inc.?s Current Report on Form 8-K filed with the SEC on February 20, 2008, the Reporting Person volunteered to forego any benefits from measurement date errors identified in TeleTech?s review of equity-based accounting practices.

2. The Reporting Person did not receive any remuneration in exchange for the \$0.97 per share increase in the exercise price of the stock options and the Company?s Compensation Committee accepted and approved the Reporting Person?s offer to amend the stock options on September 17, 2008. All other terms of the stock options, including the vesting schedule, remain the same. For purposes of Section 16 reporting, this amendment is reported as a cancellation of the outstanding stock options and an issuance of new stock options.

<u>Kenneth D. Tuchman</u>

** Signature of Reporting Person

09/18/2008 Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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