

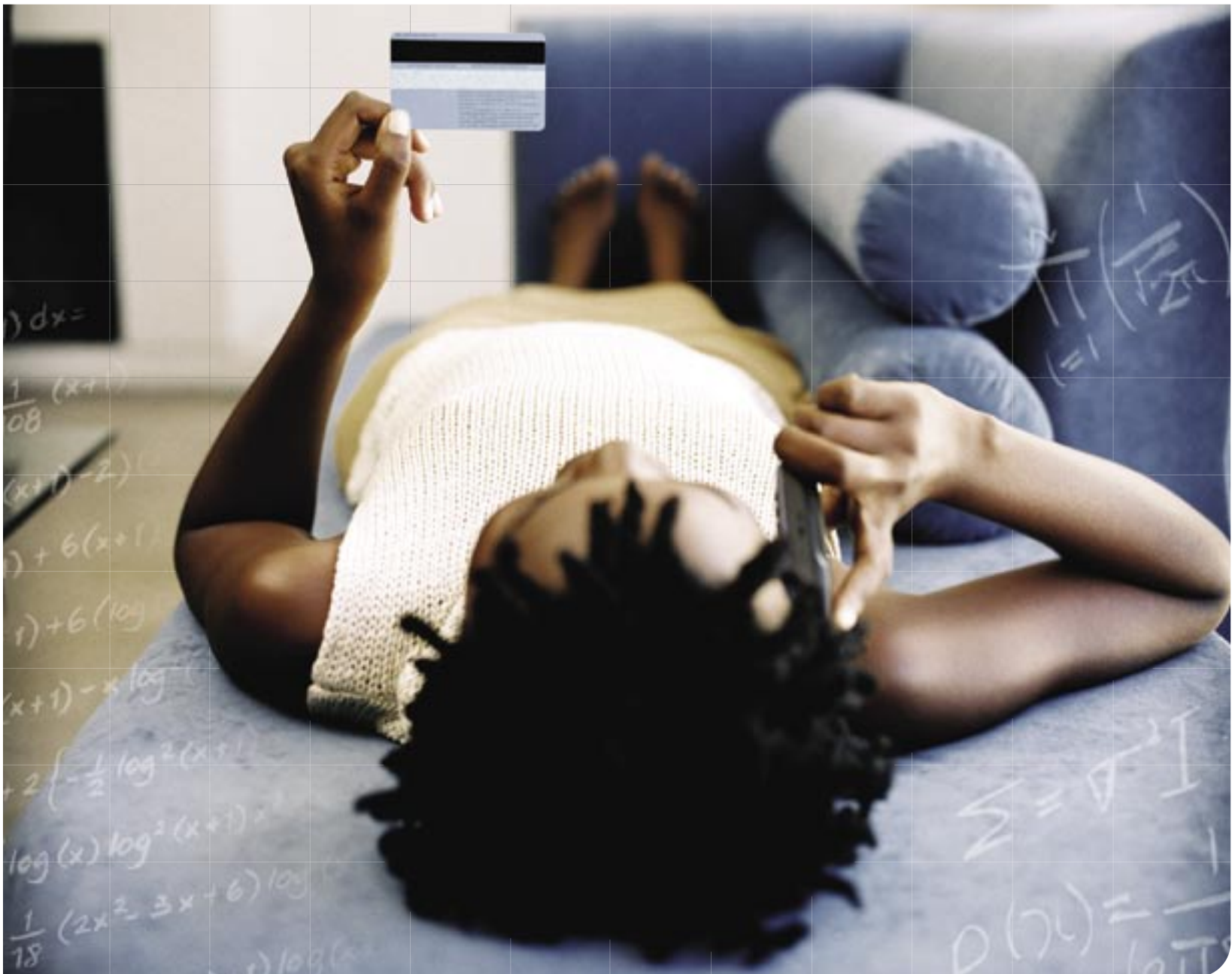
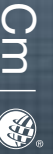


→ TeleTech® Customer Management

Support, Engage, and Understand Your Customers

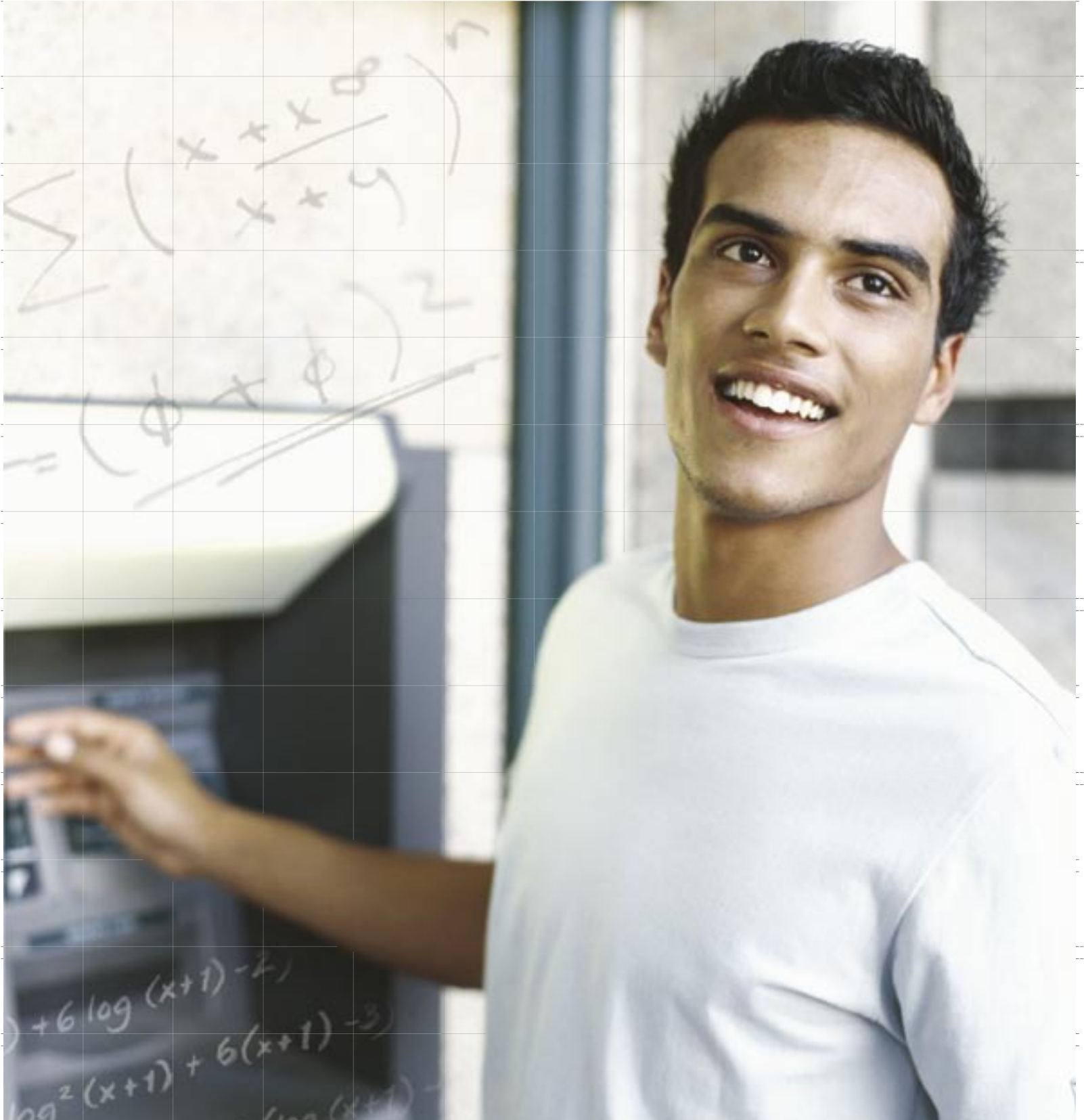
OVERVIEW

TeleTech's Customer Management solutions provide insight, tools, infrastructure, and management that deepens the level of loyalty and understanding between you and your customers.





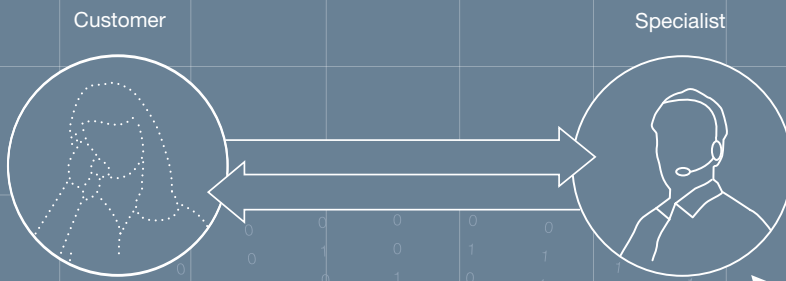
Support, Engage, and Understand Your Customers



TeleTech® Customer Management

Successful organizations view their customers as a strategic asset—a portfolio of relationships with long-term revenue and profitability potential. Unlocking that potential is a top priority for companies worldwide. But ensuring that the customer portfolio is producing optimal returns at every point in the customer lifecycle is a steep challenge. Finding and attracting the right mix of customers for each product and service that a company offers can be difficult when competitors actively seek to acquire those same customers. Providing exceptional service to high-value customers—from a simple account balance inquiry to the careful handling of a dissatisfied customer, even managing the back-office aspects of a customer transaction—is critical to ensuring a sustainable competitive difference for your company. Over the long term, the true value of a customer portfolio is only realized by actively developing the relationships in it and increasing a company's portfolio with its customers. Engaging customers with creative solutions for their needs forges a stronger bond of emotive loyalty between the customer and the company—and with it, a more reliable and sustained stream of revenue and profit.

TeleTech Customer Management provides clients with integrated solutions for each of these key customer management phases. From the first opportunity to support, to deepening customer engagement, to truly understanding the customer's needs, TeleTech offers premium service—on a worldwide scale. TeleTech interacts with two million customers every day and offers customer service in over 30 languages, leveraging a quarter century of experience in order to provide an efficient, pleasant, and productive experience to every customer. With every customer interaction, our personnel quickly and precisely assess the total picture of the customer's needs, examine possibilities for selling better solutions for those needs, and build stronger relationships using TeleTech's extensive training in handling high-value customer accounts. This integrated and holistic approach to complex customer management enhances the customer's brand experience, builds emotive loyalty, and increases the long-term value of your customer portfolio. TeleTech's experience in customer management is at work in a dozen industries, ranging from healthcare to financial services to telecommunications to automotive. In each of these industries, TeleTech personnel are making positive contributions to customer portfolio value with every interaction.



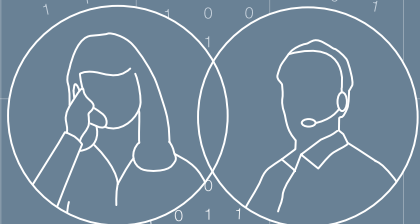
1 Support

Lay the groundwork for long-term customer relationships by meeting support needs from the very first interaction.



2 Engage

Deepen relationships with proactive customer management through a highly-engaged workforce that delivers your brand experience.



3 Understand

Collect, synthesize, and apply customer knowledge to maximize customer loyalty, giving you actionable strategic insight into market trends.



Decision Makers

Decision Makers

Continually improve the level of service, insight, and quality of every interaction through an ever-growing customer knowledge base.



FEEDBACK

Customer Management

Support

TeleTech's complex customer management provides clients with proven, high-quality customer service that includes our people, process, and technology. These core competencies enable our customer management programs to achieve higher levels of customer satisfaction while simultaneously optimizing program efficiency. Our specialists have the right tools, at the right time, and are empowered to do the right thing for every interaction. Furthermore, our ability to place your customer service needs anywhere in the world with our proprietary, secure, and centralized VoIP network, lets you leverage the advantages of global skills, culture, and cost opportunity. Ultimately, TeleTech serves customers in ways that exceed their expectations to drive long-term loyalty by maximizing their experience in the moments of truth that define satisfaction.

Engage

It's a fact—highly engaged customers stay longer and spend more—and customer levels of engagement are directly affected by the levels of employee engagement. That's why we begin all of our business process outsourcing efforts with the idea that better employees, better training, and better reward and recognition programs create a better service experience for our clients' customers. That concept has proved its value with client after client, with measurable improvement in customer service quality, interaction cost efficiency, and customer account longevity.

Understand

High-value customers have become the top pursuit priority for companies using advanced segmentation techniques to manage their customer portfolios. But companies can only unlock the peak revenue and profit potential of high-value customers if those customers are correctly developed—informed of the right products and services for their needs, offered the right promotional packages, and ultimately sold more products and services. TeleTech utilizes advanced customer analytics to aid in targeted up-selling and cross-selling efforts, and proactive service and communications that ensure interactions with greater revenue and profit potential are identified, pursued, and converted. Having removed the variables that many organizations struggle with in implementing and operating quality customer management assets, TeleTech can look deeper into customer interactions, learning, and presenting actionable data back to strategic decision makers.



CASE
STUDY

01

TeleTech Customer Management effectively and efficiently drives customer loyalty and retention across all verticals. TeleTech focuses on customer satisfaction as the critical factor in acquiring, growing, and retaining the client's consumer base. We understand that the average duration of a call can greatly impact the client's financial performance. For example, an average handle time (AHT) reduction of just one second could mean \$500,000 in annual labor cost savings for a potential client.

Case Study



TeleTech® Customer Management

TeleTech's Customer Management services extend far beyond the confines of the traditional contact center environment. Our employees do more than service the customers' needs; they gain an understanding of these customers, and using TeleTech's state-of-the-art information capture tools, they integrate that understanding into the company's knowledge base. Our specialists engage the customer too—forging a stronger relationship between the customer and the company, generating emotive loyalty, and helping to create a strong and positive brand image. TeleTech can help your organization maximize the value of your outsourcing engagement with creative ideas for workflow management, quality assurance, and customer analytics.

TeleTech helps our clients take advantage of the cultural, language, skill, and cost opportunities available in a borderless marketplace. With our strategically-sourced workforce, standardized process, and centralized technology, TeleTech can work with you to create a truly optimized customer management strategy that achieves your strategic goals at the frontline, where it matters most.

About TeleTech®

TeleTech is one of the largest and most geographically diverse global providers of business process outsourcing solutions. We have a 25-year history of designing, implementing, and managing critical business processes for Global 1000 companies to help them improve their customers' experiences, expand their strategic capabilities, and increase their operating efficiencies. By delivering a high-quality customer experience through the effective integration of customer-facing front-office processes with internal back-office processes, we enable our clients to better serve, grow, and retain their customer base. We have developed deep domain expertise and support hundreds of business process outsourcing programs serving global clients in the automotive, communications, financial services, government, healthcare, retail, technology, and travel and hospitality industries. For additional information, contact us at **303.397.8100** or visit **www.teletech.com**.

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NASDAQ:TTEC