



→ TeleTech® OnDemand™  
Hosted Contact Center Solutions

Flexibility and business agility  
Reduced capital expenditure and optimized operating costs  
Secure, proven, reliable and scalable enterprise solutions  
Rapid deployment with anytime, anywhere access  
Immediate access to contact center expertise



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Overview



## TeleTech® OnDemand™ Hosted Contact Center

### Value. Growth. Simplicity. Vision.

Organizations can solve customer management challenges while positioning for rapid growth—all while substantially reducing costs with TeleTech® OnDemand™ Hosted Contact Center solutions. Our hosted services are easy to implement, and deliver flexibility while eliminating the time and expense of traditional solutions. There is no need to license software, purchase on-premise hardware, or provide ongoing technology support. TeleTech OnDemand services enable organizations to quickly deploy comprehensive contact center solutions encompassing interaction routing, self-service, agent desktop tools, business intelligence, and performance management.

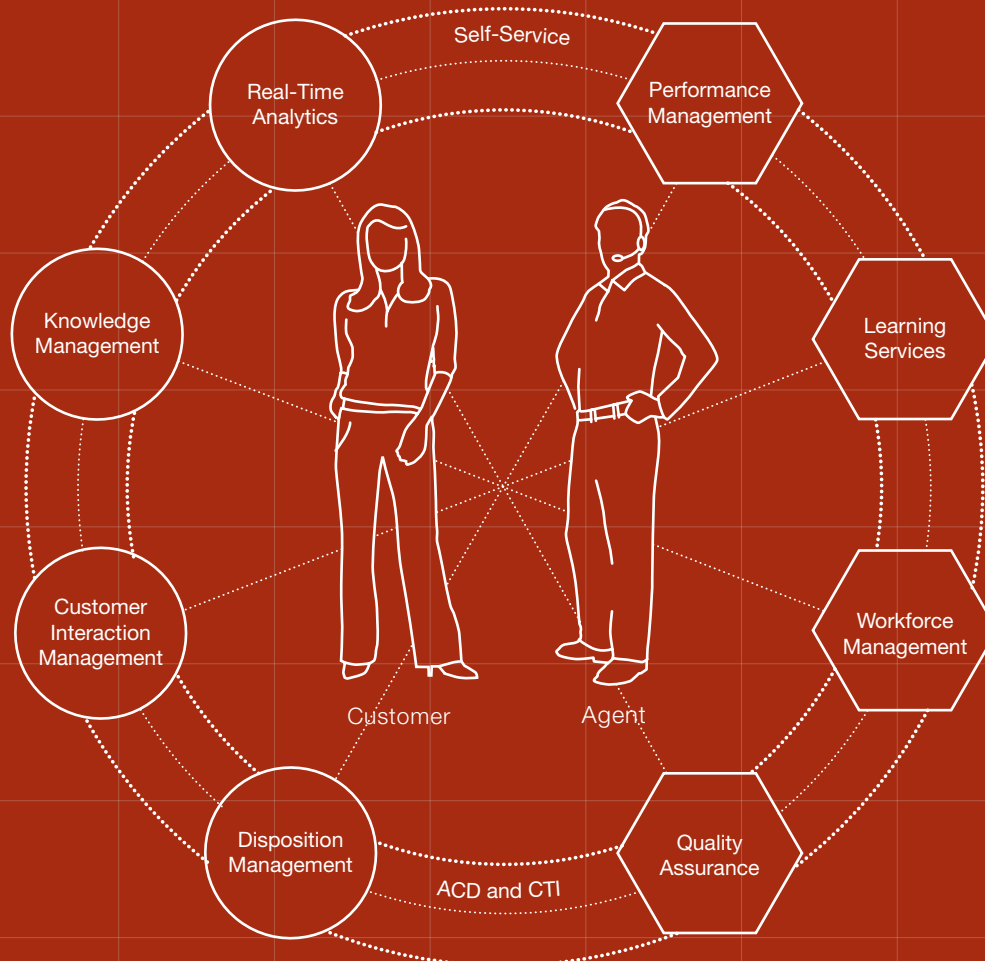
TeleTech's focus on innovation ensures that our clients receive the benefits of cutting-edge customer management technology. Since TeleTech was founded, we've focused on delivering the best possible service to the customer and the best possible value to the client. In pursuit of that concept, we've found best-of-breed solutions but discovered gaps in technologies. Where technology did not exist, we developed solutions, creating a comprehensive, fully-integrated offering that combines experience and innovation with leading contact center solutions.

The TeleTech OnDemand Hosted Contact Center solutions allow companies to leverage the same fully-integrated suite of technologies that we use daily to support over 300 million annual customer interactions through over 40,000 of our agents across the globe. Our hosted services are proven, reliable, and continually refined and expanded based on our rigorous first-hand use. Additionally, these hosted services scale seamlessly to support business growth, making future planning for another contact center or interaction channel simple and painless.

# Hosted Contact Center Solutions

TeleTech OnDemand services deliver key performance improvements:

- » **Deliver Customer Value:** Increase customer satisfaction by tapping into our leading technologies and expertise gained from running centers worldwide, enabling exceptional customer service
- » **Power Business Growth:** Quickly deploy a scalable and flexible platform to support rapid growth, infrastructure consolidation, and movement between onshore and offshore strategies
- » **Achieve Simplicity:** Refocus on core strategic business goals by off-loading non-core activities and eliminating the requirements associated with software licenses, the purchase of equipment, or the integration, deployment and support of complex technology
- » **Align with Company Goals:** Closely bridge strategy with execution, by enabling your contact center to link daily activities to key performance metrics—meeting cost center goals and profit center performance



## Value

We continuously leverage our customer management expertise to optimize our clients' contact center operations. Contact center technologies are only enablers, not answers. Our clients' success is a result of our ability to bring our experience in customer management to bear on their businesses. Our services come pre-integrated with best-of-breed technologies and processes that allow you to increase your speed of deployment and improve your results. We apply hard-earned best practices and vertical market-specific knowledge to each engagement, allowing you to reap immediate value from past implementations.

## Growth

Our centralized hosted services deliver highly flexible and scalable solutions to power your business growth. As new customers are acquired, segmented, managed, and developed, enterprise customer contact centers are pressured to remain "right-sized." TeleTech OnDemand helps you do this by efficiently and quickly scaling across multiple centers. Our solutions cover the spectrum of business needs today, whether you require seasonal promotions, want to fuel business growth, or implement product launches. Even moving between onshore and offshore locations becomes quick and easy without the need for costly capital investments. The only constant in business is change—and the time and expense that change demands. Our solutions are designed to provide you with the business agility and flexibility required to be successful.

## Simplicity

TeleTech OnDemand Hosted Contact Center solutions enable your business to focus on core activities while off-loading important, but highly time-consuming, activities. By simplifying contact center deployments and eliminating the need to license software, purchase equipment, and implement complex solutions, you gain flexibility to move quickly and easily to new technologies that will enhance your customers' experience. TeleTech's fully managed services off-load not only the initial deployment but also the daily support, ongoing maintenance, and upgrades for your contact center technologies. More importantly, you gain direct access to TeleTech's experience in delivering contact center systems that run at maximum efficiency and minimum cost.

## Vision

TeleTech OnDemand brings proven customer management processes and expertise combined with our technology solutions to deliver an improved experience to your customers. Our solutions also provide the flexibility to easily adjust to your organization. At the operational level, we empower your agents with tools to tailor customer messaging, present up-sell and cross-sell offers at the right time, and capture customer feedback. At the same time, the workday activities link to real-time measurements to validate your business strategy. TeleTech OnDemand enables your business to manage customer interactions while connecting your company vision directly to the contact center to drive performance, increase revenue, and enhance your customers' experience.

## What can TeleTech OnDemand provide for your organization?

Organizations can transform the contact center into a business unit aligned with strategic goals—engaged in revenue and profitability growth, while also operating efficiently.

More specifically, our solution enables your agents to provide services to your customers, while leveraging the power of our fully managed services. The TeleTech OnDemand solutions:

- » Identify opportunities for improved business management of revenue, costs, and customer loyalty through a unified, real-time view of the customer
- » Guide agents to present the right offer at the right time to customers to boost sales using our dynamic, event-triggered tool
- » Align agent, supervisor, and site performance with compensation and company goals using a simplified dashboard
- » Accommodate changes with ease using a flexible and scalable customer management platform to simplify the decision-making process—from onshoring/offshoring decisions to major product launches, and mergers and acquisitions
- » Deliver a contact center environment that continuously evolves, providing the latest in features and functionality without any research, procurement, or deployment expense on your part

CASE  
STUDY

01

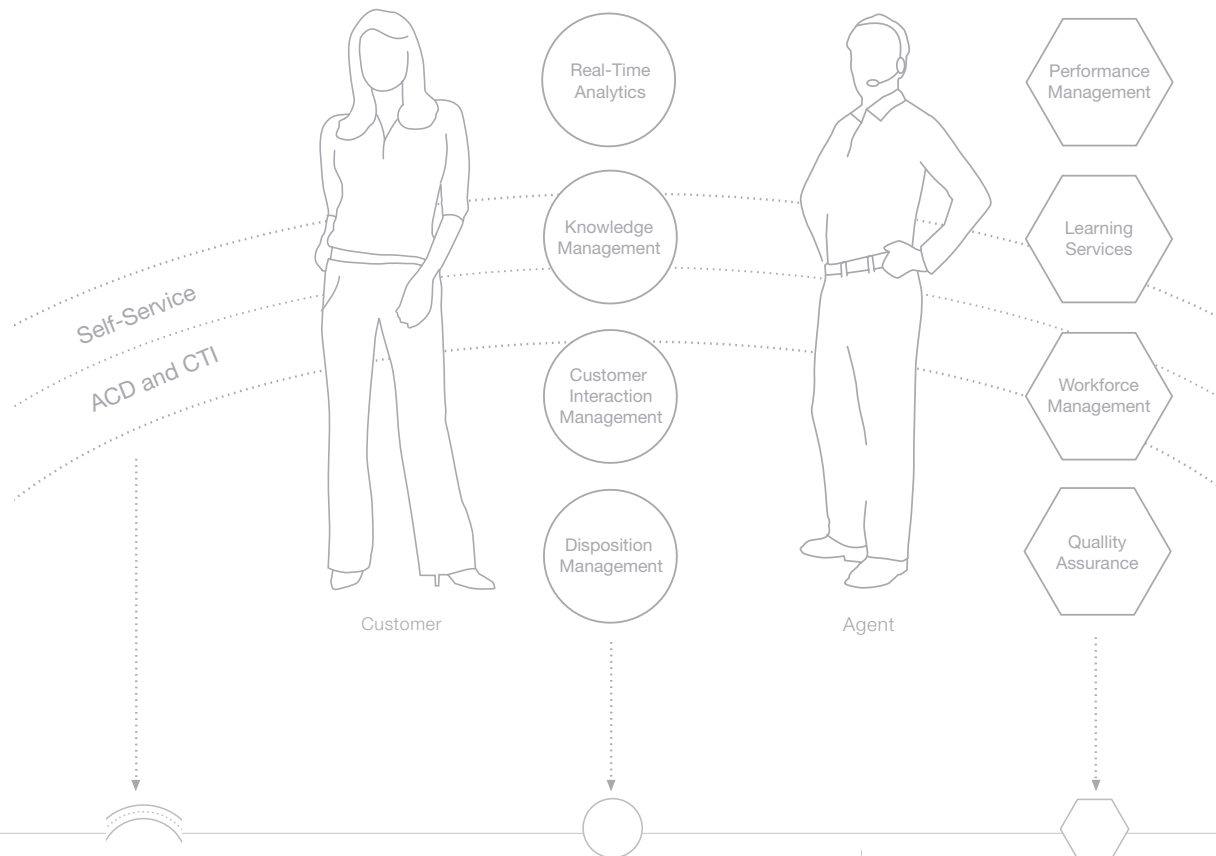
“Within seven days, six centers were staffed and fully operational using TeleTech OnDemand technology services.”

A large government agency with pressing needs for contact center support to aid victims impacted by Hurricane Katrina

# Your Customers. Your Agents. Our Power.

## TeleTech OnDemand Hosted Contact Center Solutions

TeleTech OnDemand solutions provide the power to meet your customers at their preferred channel with Multichannel Interaction Routing; effectively manage the point-of-interaction between your customers and your agents with Customer Experience Management; and develop highly motivated top performers with Workforce Optimization. Having the right technology to support each interaction ensures that your customers receive consistent, exceptional service from agents utilizing innovative, streamlined applications designed to allow the agents to do just that—focus on the customer.



### Multichannel Interaction Routing Suite

Use intelligent routing and self-service solutions to improve agent productivity while efficiently meeting customer expectations

### Customer Experience Management Suite

Improve the quality of interactions with customers as well as your decision making through real-time visibility into customer data and operations

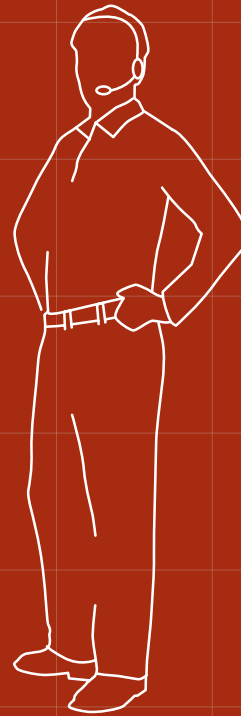
### Workforce Optimization Suite

Enhance agent productivity and real-time recognition and coaching to align performance with business goals and results



### Your Customer's Benefit

- » Faster time to issue resolution
- » Exceptional service from highly motivated agents
- » Consistent experience across multiple contact channels
- » Tailored messaging that personalizes and streamlines interactions
- » Access to the latest offers, news, and product information



### Your Benefit

- » Flexibility and business agility
- » Reduced capital expenditure and optimized operation costs
- » Secure, proven, reliable and scalable enterprise solutions
- » Rapid deployment with anytime, anywhere access
- » Immediate access to contact center expertise



## Hosted Services

TeleTech OnDemand Hosted Contact Center solutions allow your company to use our extensive market-leading capabilities around the world so that you can focus on your customers. These hosted services are backed by over two decades of customer management experience, millions of hours of agent use, and continuous improvements based on lessons learned in the real world.

We combine leading applications and technologies with our centralized infrastructure and deliver them through our secure, private network to achieve maximum benefits for your organization. Our hosted contact center solutions effectively manage all your customer interactions through the following TeleTech OnDemand suites:

- » **The Customer Experience Management Suite** offers real-time analytics, knowledge management, and customer interaction management with dynamic scripting, workflow automation, and a simplified view unifying data from multiple systems
- » **The Workforce Optimization Suite** delivers performance management, workforce management, quality assurance, and learning services
- » **The Multichannel Interaction Routing Suite** ensures efficient routing and effective voice response, voice portal, and Web self-service solutions

TeleTech OnDemand fully managed solutions ensure that your organization receives maximum value with immediate access to:

- Ongoing application and consultation
- Technology upgrades
- Best practices business processes
- Data storage backup and disaster recovery
- 24/7 help desk and online support
- Market-leading solution assessment, adoption, and migration
- Rapid deployment and advanced integration

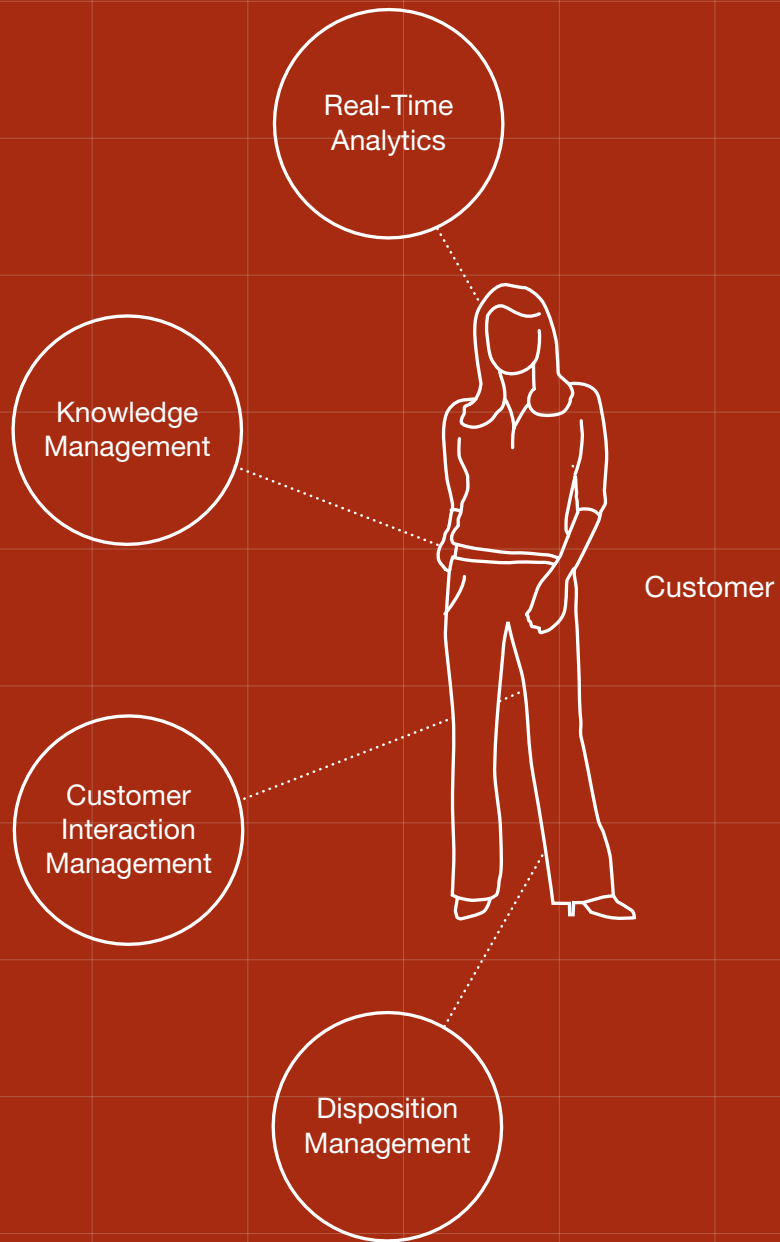
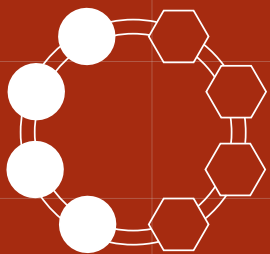
# Customers



A large U.S. healthcare company needing better and faster analysis of customer and business process issues

"With TeleTech OnDemand Real-Time Analytics, we were able to identify thousands of unnecessary short claims calls, patterns of abuse, and risk profiles of member attrition, translating into over \$2 million in savings through improved service processes."

CASE STUDY 02



Customer Experience Management Suite

## Customer Experience Management Suite

Gaining real-time insights into your customers and operations not only creates a competitive advantage, but enables you to proactively drive revenue, control costs, and improve customer loyalty. To achieve this, managers must be able to effectively capture, analyze and present customer lifecycle data throughout the organization.

That's where our TeleTech OnDemand Customer Experience Management suite comes in. It leverages information already present in your contact center operation to maximize the value of every customer interaction. The suite puts easy-to-use data capture, management, and analysis tools at the fingertips of your agents, supervisors, and executives for use enterprise-wide.

### Real-Time Analytics

Real-Time Analytics is a powerful root-cause analysis service that uses real-time analytics to drive customer retention, improve loyalty, and increase revenue. Real-Time Analytics helps customer care professionals identify up-sell and cross-sell opportunities for new revenue, enhance customer satisfaction, reduce customer defection, and identify cost-reduction opportunities in the customer management process.

### Knowledge Management

The Knowledge Management service helps ensure that agents have immediate access to the information needed to answer any customer question. Agents are able to quickly, accurately, and consistently respond to your customers across the enterprise. Knowledge Management even improves productivity by providing your agents with information available at their fingertips rather than requiring them to rely on others for support. Agents are able to search for information using direct search, browser, or wizard—all delivering the results needed in seconds.

### Customer Interaction Management

The Customer Interaction Management service multiplies the skill and bandwidth of every active agent. The simplified desktop not only unifies multiple agent-user applications but also provides dynamic, event-triggered scripting, and automated workflow.

During each interaction, Customer Interaction Management walks the agent through a series of layered question-and-response scripts, connecting them directly to the exact information or systems needed for that communication as it unfolds. As a result, customer-handling time is dramatically reduced, while customer service quality and up-sell/cross-sell revenues increase.

### Disposition Management

The Disposition Management tool enables your agents to capture information from every interaction channel to build a complete and accurate picture of your customer base. Identify trends in contact volume and duration, interaction disposition, and more—all through a simple point-and-click agent desktop interface. Disposition Management even provides you with the ability to establish business rules for interaction management, ending the question of whether customers are walking away satisfied or merely walking away.

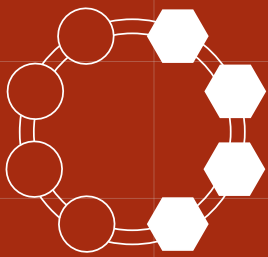
# Workforce



A large national financial services firm needing to improve key elements of its customer management system

“Using TeleTech OnDemand Performance Management services, base and variable pay plans have increased customer satisfaction ratings by 11 points and reduced agent attrition by 40%.”

C A S E  
S T U D Y  
**03**



Agent



Workforce Optimization Suite



## ANALYST QUOTE

“Customer service agents are key assets that must be nurtured to achieve high-level corporate objectives. Evolving technologies, channel preferences, and business drivers are reshaping the traditional agent role.”

**Gartner**

*Exploring the Influential Role of the Contact Center Agent*  
Jim Davies, Bern Elliot // October 4, 2005

## Workforce Optimization Suite

Your agents are the everyday voice of your company. To maintain a positive customer experience and consistent performance during each interaction, it is critical to establish a workforce environment focused on developing highly motivated performers and retaining exceptional talent.

The TeleTech OnDemand Workforce Optimization suite can dramatically reduce agent attrition, enhance quality of service, and boost customer retention. The suite gives you complete control over every aspect of agent management to quickly and easily optimize your resources from top to bottom. It also provides easy-to-use training, quality, and scheduling capabilities, plus real-time dashboards that align agent performance with your corporate strategic goals.

### Performance Management

The Performance Management service enables organizations to establish measurable goals at the agent and supervisor level that align with corporate strategy. Additionally, base and variable pay can be linked to these measurable goals to reward performance that is in line with customer service, financial, and marketing targets.

As agents and supervisors work, they see a real-time dashboard showing how their activities impact their own financial and performance goals. At the same time, supervisors utilize a performance dashboard to leverage data for coaching, training, and recognition opportunities. Performance Management gives agents, supervisors, and management a direct line of sight to meet and exceed your business goals.

### Learning Services

Learning Services provides consistent training across multiple centers to improve performance while reducing training costs. Blended learning programs of offline and online courses provide managers with standard and tailored reports to track scores and course completions by class, job role, and more. Learning Services not only increases the productivity of new agents, but assists with the training and maintenance of productivity levels for tenured agents across your centers.

### Workforce Management

Workforce Management helps organizations accurately forecast their incoming multichannel interaction volume and create optimized, enterprise-wide agent schedules. Real-time volume tracking informs supervisors of spikes or gaps so that corrective action can be taken immediately.

### Quality Assurance

Quality Assurance captures voice interactions and essential call details that managers can use to coach towards improving their performance. Consequently, customers receive a better care experience while managers analyze agent interactions for both performance management and recognition.

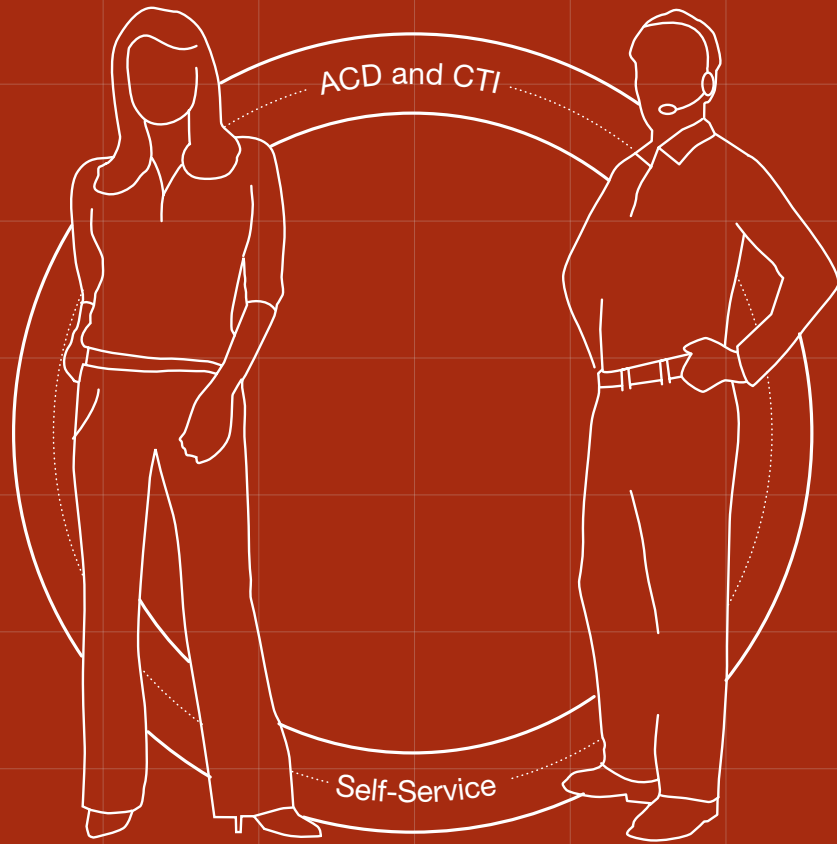
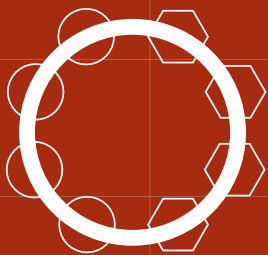
# Channels



**Datamonitor**  
*Alternative Hosted US Contact Center Providers*  
Mona Sultan, Robin Geard // February 2006

"The migration from CAPEX to OPEX lends itself to reducing overall costs. With organizations paying little or no up front costs and providers moving towards a usage-based pricing model, end-users experience tighter controls on both cash flow and operational expenditure."

ANALYST QUOTE



Customer

Agent

Multichannel Interaction Routing Suite

## Multichannel Interaction Routing Suite

Resolving customer issues effectively and efficiently remains a top priority for contact centers. However, in-house managing of multiple vendors, upgrading premise-based technologies, and integrating applications makes it challenging to successfully accomplish customer management goals.

TeleTech addresses these issues by delivering best-of-breed technologies layered with our customer management expertise to provide intelligent routing and customer-driven self-service across multiple interaction channels including, but not limited to, voice, Web and chat.

The TeleTech OnDemand Multichannel Interaction Routing suite provides the hosted technologies required to efficiently manage customer interactions, whether you have one center or multiple centers. Our hosted infrastructure scales from 40 to 40,000+ agents and is flexible enough to accommodate rapid changes in customer volume. This ability to adjust quickly to peak customer demands and provide self-service functionality results in lower hold times, reduced costs, and an improved overall customer experience.

### ACD and CTI

Automatic Call Distribution (ACD) enables businesses to define complex routing rules to simplify even the most challenging customer management environments. The service connects your customer to an agent with the right skill set immediately, regardless of the agent's or the customer's location. Then, using Computer Telephony Integration (CTI) services, agents access a fully-populated customer profile screen to allow them to instantly understand the customer's history, account, and past inquiries. The entire interaction is managed on TeleTech's secure, scalable, reliable, and redundant centralized data center, with guaranteed quality of service.

### Self-Service

Self-Service automates routine or simple requests, allowing live agents to focus on more complex customer issues. This approach saves money, increases agent productivity, and streamlines the customer experience. Additionally, Self-Service provides an easy path to integrate multiple channels of customer self-service into an existing management environment through Interactive Voice Response (IVR), web, and voice portal solutions. To meet integrated communications objectives, our voice portal service manages each customer interaction with consistent messaging and branding across your entire company.

## About TeleTech

With more than 24 years of experience in customer management, TeleTech has built a world-class infrastructure to optimize its 40,000+ global resources and 75 customer management centers supporting Fortune 500 clients. Over the last four years, TeleTech has developed, built, and operated the industry's first enterprise-class, hosted customer management architecture connected to facilities worldwide. TeleTech received *Customer Interaction Solutions* magazine's 2005 IP Contact Center Technology Pioneer Award, and was judged the "Best of the Best" in IP contact center technology. TeleTech was also the recipient of Frost & Sullivan's 2004 Product Innovation Award. Frost & Sullivan wrote, "In development for several years prior to its public launch in 2004, TeleTech was an early mover in pioneering these [hosted contact center] capabilities."

→ The Science of Customer Management™

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