

TTEC in EMEA win 3 top awards as they are recognised as Employer of the Year, Business Services Project of the Year and Excellence in Partnership/Collaboration with Volkswagen Group UK at the “2021 Global Sourcing Association (GSA) UK Awards”

Awards for Best Practice in Strategic Sourcing recognise and reward innovation and pioneering best practice by buyers, service providers and advisors, with TTEC also runner-up for CX Brand of the Year.

London, 26th March 2021; TTEC Holdings, Inc. (NASDAQ: TTEC), a leading Customer Experience as a Service (CXaaS) solution provider for many of the world's most iconic and disruptive brands, has been awarded 3 awards in recognition of delivering innovation and pioneering best practice after being named finalist across 7 categories at the [2021 GSA UK Awards](#), held in a virtual ceremony.

The GSA UK Awards are highly respected and coveted awards within the Sourcing industry, and recognise and reward organisations demonstrating innovation and pioneering best practice across the UK.

TTEC and Volkswagen Group UK were awarded 2 prestigious awards in the form of “Business Services Project of the Year” for demonstrating customer experience excellence, and the highly respected “Excellence in Partnership/Collaboration” for their work that started last year and is part of a 5-year digital transformation programme. Judges were looking for an operation that could deliver innovative CX with clear evidence of an efficient and effective customer and colleague focused operation.

Perhaps the most coveted award, “Employer of the Year” was again awarded to TTEC EMEA – this year in recognition of its award-winning employee engagement programme, Culture CX. A third win in four years in this category, TTEC demonstrated how it rolled out Culture CX across EMEA with refurbished contact centre operations and a raft of health and well-being initiatives, with the company then swiftly pivoting to a hybrid-model to support both work at home and contact centre environments during the COVID-19 pandemic.

Alistair Niederer, Head of EMEA at TTEC, stated; “We are so delighted to have added these awards to the recent recognition at both the ECCCSA and CCA Excellence Awards – the dedication and hard work shown by our employees and our clients in such challenging times is simply sensational. In the last week we now have 7 industry awards and accolades for our response to a crisis, BPO collaboration, employee engagement, customer experience services, and our ability to deliver digital transformation projects. The past few week’s awards success is testament to how our brand ambassadors represent their clients and show that we really are continuing to disrupt Europe with our CX and CX tech offerings.”

The GSA award wins come on the back of several award wins for TTEC EMEA who have also recently won [ECCCSA](#) and [CCA Excellence Awards](#).

For more information on how TTEC is driving digital transformation and omnichannel customer experiences in EMEA, visit www.ttec.com/emea.

About TTEC

TTEC Holdings, Inc. (NASDAQ: TTEC) is a leading global Customer Experience as a Service (CXaaS) partner for many of the world's most iconic and disruptive brands. The company delivers outcome-based customer engagement solutions through TTEC Digital, its digital consultancy that designs and builds human centric, tech-enabled, insight-driven customer experience solutions for clients and TTEC Engage, its delivery centre of excellence, that operates customer acquisition, care, fraud prevention and detection, and content moderation services. Founded in 1982, the company's 56,200 employees operate on six continents across the globe and live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit www.ttec.com/emea

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