

# Our Voice



**Buckle up!** TeleTech is transforming and our communications are going on a ride-along.

Externally, TeleTech is evolving from offering call center services to designing and delivering experiences that inspire customer love. Internally, we're becoming a values-driven organization with more engaged employees.

To keep up with our transformation, how we communicate is also changing. We have a friendlier "voice" and are respectful of people's time and attention span. We're concise, but not dumbed down. Professional, but not stuffy. We're conversational, but not too familiar. And we're thought-provoking, but not arrogant.

**We are consistent.**

**Bold.**

**Energetic.**

**Authentic.**

**And transparent.**

**But most of all, we're always out to make a connection.** After all, TeleTech's purpose is "to deliver humanity to business." This includes delivering humanity to our own business as well.

When our audience is done reading a communication from us, they should feel they've learned relevant information, that their time hasn't been wasted, and that they're part of a warm, friendly environment.

It's up to us in communications to create this perception. So are you strapped in yet? Because it's time for that ride, and we're about to step on the gas!

**Bold**

**Energetic**

**Transparent**

**Warm**

**Positive**

**Concise**

**Conversational**

**Thought  
Provoking**

**Relevant**