



# TTEC's Impact Practice

Taking a differentiated approach to make a more meaningful impact with *lasting outcomes*

Today's businesses have the potential to drive the world's most profound socioeconomic and environmental impact.

The scale and geographic diversity of BPO companies places them in a unique position to truly make a difference. TTEC is redefining traditional BPO Impact Sourcing to a purposeful Impact Practice based on a broader strategy beyond just hiring practices, with seven pillars at the core.

Our Impact strategy is an expansive, multidimensional, long-term commitment with a defined framework that guides investments in emerging areas to drive economic vibrancy benefiting employees, their families, and communities.

## 7 pillars of TTEC's Impact Strategy

TTEC's Impact Strategy helps companies create positive social and environmental change through their operations and supply chains. This boosts their brand reputation and attracts customers, employees, investors, and partners who share similar values. It also increases profitability by opening new markets, building customer loyalty, attracting top talent, and reducing long-term risks and costs.



### Impact Locations

Establish work locations that enhance employee well-being and community growth.



### Impact Education

Collaborate with local institutions to develop training programs for in-demand roles like customer service, technical support, and sales.



### Impact Sourcing

Implement strategies to eliminate barriers faced by marginalized job seekers.



### Impact Careers

Build a sustainable workforce through competitive pay, robust benefits, and career development.



### Impact Community

Prioritize local suppliers for catering, transportation, and other procurement needs.



### Impact Measurement

Develop long-term key performance indicators to measure and report our social impact.



### Impact Investing

Work with clients to unlock additional investment to amplify our social impact.

## TTEC Impact Practice locations



### Africa

- South Africa
- Rwanda
- Egypt



### Asia

- Philippines
- Malaysia
- India



### Europe

- Poland
- Greece
- Bulgaria



### The Americas

- United States
- Canada
- Mexico
- Colombia
- Brazil



## More than a feeling: Measuring impact and outcomes

TTEC utilizes a robust collection of globally recognized and location-specific measures of meaningful impact to demonstrate the breadth and depth of our actions to create a prosperous future for everyone involved.

Built on the proven Impact Economics model, measurement metrics are defined and reported based upon the unique circumstances of a given location. They include:



### Impact Locations

- Increased access to employment
- Improved residential stability
- Decreased cost of getting to work



### Impact Education

- Increased access to quality work readiness education
- Equal access to career training for all
- Access to high quality learning environments



### Impact Sourcing

- Increased employment for disadvantaged groups
- Wage parity
- Improved job security and stability



### Impact Careers

- Improving job skills for the future
- Regular performance and career development reviews
- Career mobility



### Impact Community

- Total jobs created
- Increased access to free training
- 'First Job' hiring rate
- Local procurement spend



### Impact Measurement

- Core UN SDG indicators
- Social impact categories
- Environmental impact categories
- Localized high impact areas



### Impact Investing

- Total direct funding
- Total non-financial support provided
- Jobs directly supported/gained/improved

## Bringing humanity to business matters more than ever.

Let TTEC help you make the vision a reality with an Impact strategy that works for your business.



## Impact drives results

An Impact Strategy enables companies to drive positive social and environmental change through their operations and supply chains, enhancing brand reputation and attracting customers, employees, investors, and partners aligned to the same values.

Profitability improves by tapping into new market opportunities, fostering customer loyalty, attracting and retaining top talent, and reducing long-term costs.

### Impact workers outshine traditional employees

**11%-13%**

Attrition for impact workers is far lower than traditional workers' 18%-20% attrition rate.<sup>1</sup>

**36 months**

Average tenure among impact workers is an attractive 3 years.<sup>1</sup>

**\$12 trillion**

Value of business opportunities created with achievement of sustainable development goals.<sup>2</sup>

Sources: 1) [Impact Sourcing State of the Market 2023, Everest Group](#); 2) [Business and Sustainable Development Commission](#)

### About TTEC

TTEC (pronounced T-TEC) Holdings, Inc. (NASDAQ:TTEC) is a leading global CX (customer experience) technology and services innovator for AI-enhanced digital CX solutions. Serving iconic and disruptive brands, TTEC's outcome-based solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey. Leveraging next-gen digital technology, the company's TTEC Digital business designs, builds, and operates omnichannel contact center technology, CRM, AI, and analytics solutions. The company's TTEC Engage business delivers AI-enhanced customer engagement, customer acquisition and growth, tech support, back office, and fraud prevention services. Founded in 1982, the company's singular obsession with CX excellence has earned it leading client, customer, and employee satisfaction scores across the globe. The company's over 60,000 employees operate on six continents and bring technology and humanity together to deliver happy customers and differentiated business results. To learn more visit us at [ttec.com](http://ttec.com).