



TTEC AI SOLUTIONS



Global travelers, one voice

Make every associate instantly multilingual with TTEC ADDI



Too often, travel brands struggle to find support in the languages they need, so they choose customer experience locations based on language offerings – even if those locations aren't the best fit for their needs.

TTEC ADDI is a proprietary, real-time, AI-powered translation platform designed specifically for contact centers that allows associates and customers to communicate naturally, each in their own language.

- Sub-second, bi-directional translation
- 30+ languages, including regional dialects
- Optimized for voice, chat, email and messaging

With ADDI, travelers get easy and seamless customer support – especially crucial during high-stress moments like delays or cancellations – and travel brands can easily scale multilingual coverage without staffing dozens of language-specific queues.

The ADDI difference

ADDI doesn't just translate content; it ensures cultural relevance, brand consistency, and authentic customer connections across every market you serve.

Vendor agnostic

ADDI chooses the best AI engine for each language and use case, unlike other products that use a single AI provider and offer varying accuracy levels by language



Designed for contact centers

Built specifically for contact center use, it supports steaming, audio cues, muting, and comfort noise



Consumption-based pricing

Brands pay per minute, based on time you're actually using the tool, which is much more cost effective than per-seat licenses



Multichannel support

ADDI instantly translates voice, email, chat, and messaging interactions



Real-time tech that delivers real impact

97%

translation accuracy

28%

lower AHT than traditional translation tools

30K

cost reduction annually per FTE on challenging language support

80%

reduction in spending on human interpreters*

Source: TTEC clients

*TTEC projections

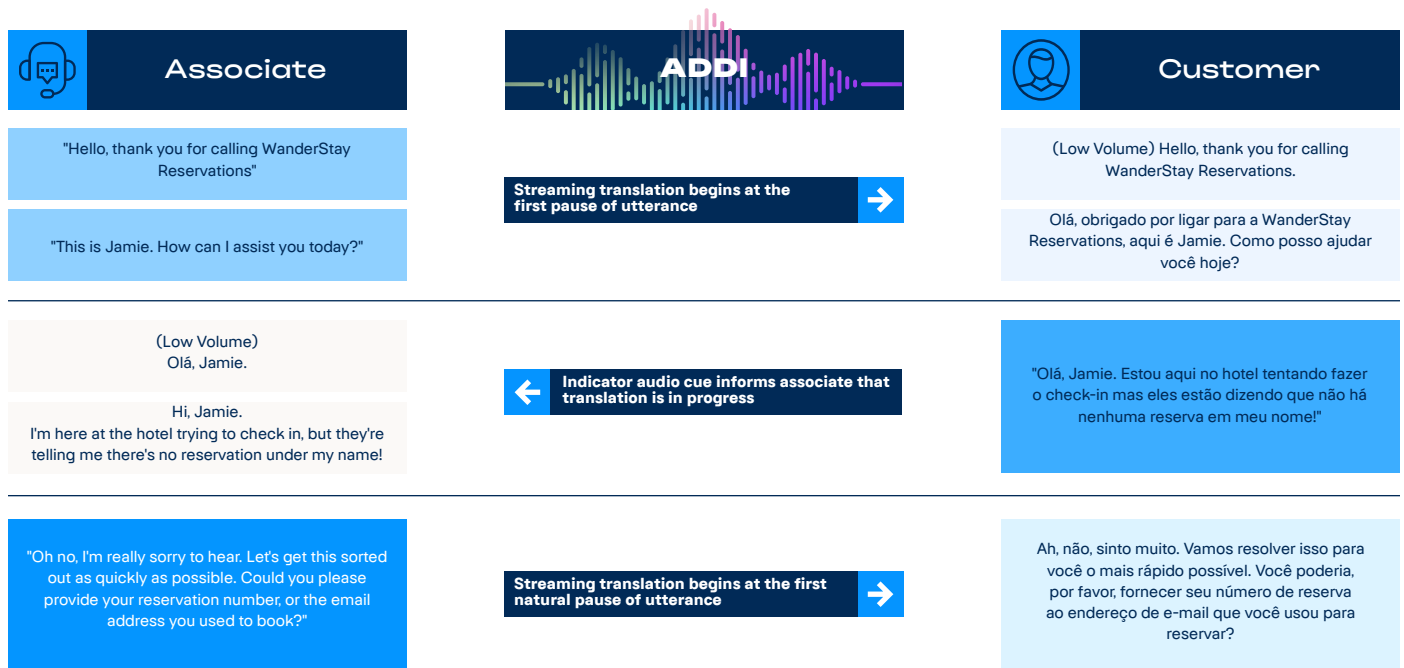
How it works: Support any traveler, anywhere, in any language

TTEC ADDI enables bi-directional and natural translation that happens nearly instantly. Each party speaks and hears in their native language, and translation takes less than one second.



ADDI in action: Make every interaction feel native

Here's an example of how TTEC ADDI can facilitate a resolution between an English-speaking associate and Portuguese-speaking customer.



When words flow freely, so does customer loyalty.

ABOUT TTEC

We are TTEC (NASDAQ: TTEC). The architects and builders of next-generation customer experiences. For over four decades, we've been shaping and redefining what it means to connect brands with their customers: Seamlessly, intelligently, and with lasting impact. We partner with the world's most iconic and disruptive companies to design and deliver AI-powered, digital-first experiences that don't just serve customers, but exceed their expectations. Every interaction. Every touchpoint. Every time.

TTEC Engage is our front-line engine delivering AI-enabled services that include customer engagement, acquisition, tech support, fraud prevention, back-office and more. Our TTEC Digital division builds the future of CX, crafting omnichannel platforms, CRM solutions, AI-driven insights and analytics that power smarter, more personal engagements. Operating across six continents, we fuse technology and human empathy to turn challenges into opportunities, interactions into relationships, and brands into legends. Bringing humanity to business is our purpose. Excellence is our standard. And the results? Happy customers. Stronger businesses. Unstoppable growth.