

TTEC ADDI

Speak every customer's language – instantly



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

TTEC ADDI is a real-time, AI-powered translator that reduces confusion and frustration by instantly interpreting conversations between customers and contact center associates. It results in increased efficiency, less customer frustration, improved associate experience, and reduced handle times.

With TTEC ADDI, brands can focus on hiring associates with the skillsets and traits that will drive success, rather than having to hire mainly based on language.

How it works: Breaking down communication barriers

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.

**Real-time tech that
delivers real impact**

80%

reduction in spending on
human interpreters*

\$30K

cost reduction annually per
FTE on challenging language
support*

*TTEC projections

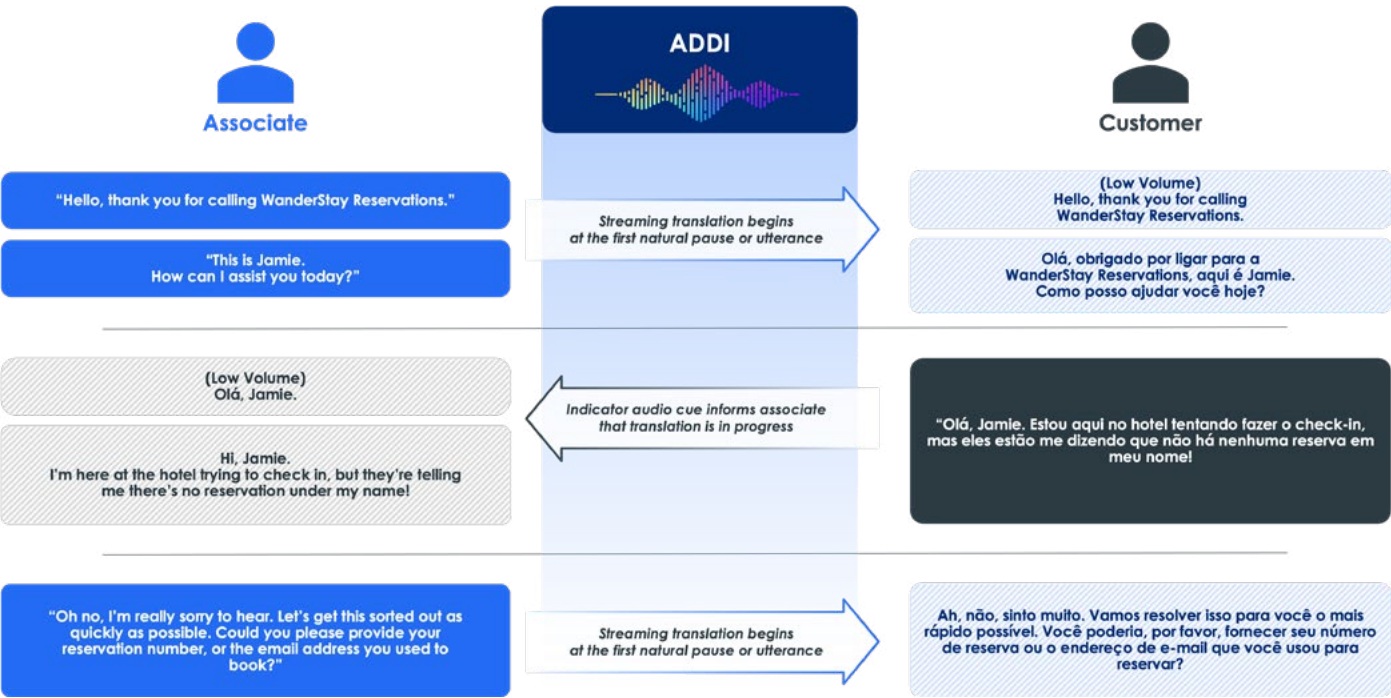


Real-time translation that turns confusion into connection

- Natural sounding voices**
Realistic, natural sounding voices, with flexible support for genders, languages, and regional accents.
 - Near-instant translation**
Translation time of less than one second for the best possible customer and associate experience.
 - 30+ languages**
A broad set of languages, including regional dialects and variations, to eliminate communication barriers.
- Multichannel support**
Real-time translation for voice, email, chat, and messaging channels.
 - Data-driven insights**
Full transcriptions of every conversation and reports on usage and consumption, which can be fed into quality and analytics tools to identify actionable insights.
 - Flexible integration**
Multiple options that easily integrate real-time translation into existing telephony platforms and associates' desktops.

ADDI in action: Next-gen translation that makes 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.

Optimize your CX at the point of conversation.

CONTACT US

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.

Join us. Experience the bold CX revolution at [TTEC.com](https://www.ttec.com)