

Troka John R JR  
 Form 4/A  
 December 06, 2010

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549

OMB APPROVAL

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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 Troka John R JR

2. Issuer Name and Ticker or Trading Symbol  
 TELETECH HOLDINGS INC  
 [TTEC]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
 9197 S. PEORIA STREET  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 12/01/2010

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
 SVP & Interim CFO

ENGLEWOOD, CO 80112  
 (City) (State) (Zip)

4. If Amendment, Date Original Filed(Month/Day/Year)  
 12/03/2010

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount or Price		
Common Stock	12/01/2010		M <sup>(1)(2)</sup>		3,000 A \$ 5.01	60,507	D
Common Stock	12/01/2010		M <sup>(1)(2)</sup>		12,000 A \$ 8.36	72,507	D
Common Stock	12/01/2010		S <sup>(1)(2)</sup>		15,000 D \$ 19.6099	57,507	D
Common Stock	12/02/2010		M <sup>(1)(2)</sup>		4,000 A \$ 8.36	61,507	D
Common Stock	12/02/2010		S <sup>(1)(2)</sup>		4,000 D \$ 20.36	57,507	D

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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 5.01	12/01/2010		M	3,000	<sup>(4)</sup> 03/03/2013	Common Stock 3,000
Employee Stock Option (Right to Buy)	\$ 8.36	12/01/2010		M	12,000	<sup>(5)</sup> 06/23/2014	Common Stock 12,000
Employee Stock Option (Right to Buy)	\$ 8.36	12/02/2010		M	4,000	<sup>(5)</sup> 06/23/2014	Common Stock 4,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Troka John R JR 9197 S. PEORIA STREET ENGLEWOOD, CO 80112			SVP & Interim CFO	

## Signatures

/s/ William H. Brierly as Attorney-in-Fact for John R. Troka, Jr. 12/06/2010

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) This amended report amends the Reporting Person's original Form 4, filed on December 3, 2010, to reflect that the reported transaction comprised of an exercise of stock options and a disposition of the securities acquired upon exercise.
- (2) The transactions reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on November 12, 2010.  
Represents the weighted average price of multiple transactions with a range of prices between \$19.54 and \$19.69. The Reporting Person, upon request by the staff of the Securities and Exchange Commission, the Issuer or a security holder of the Issuer, undertakes to provide further information regarding the number of securities purchased at each separate price.
- (4) The option vested in four equal annual installments on March 3, 2004, 2005, 2006 and 2007.
- (5) The option vested in four equal annual installments on June 23, 2005, 2006, 2007 and 2008.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.