

TELEPERFORMANCE RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

*Identified as best in class in the Asia-Pacific customer
experience outsourcing services industry*

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each Award category before determining the final Award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Teleperformance excels in many of the criteria in the Asia-Pacific customer experience outsourcing services space.

AWARD CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

Unrivaled Integrated Business Service Offerings for Clients' CX Innovation

Teleperformance is the leading global provider of outsourced, digitally integrated business services that encompass customer experience (CX) services, back-office services, and knowledge services. The company leverages its 420,000 CX experts and strong industry presence to deliver services in over 170 markets from 88 countries. As a well-recognized leader in outsourced CX services, Teleperformance offers a comprehensive portfolio of digital transformation solutions built on its proprietary deep-learning technology and solutions designed by its multiskilled consultants, complementing a diverse workforce that manages interactions in over 265 languages across verticals. The company specializes in implementing digital strategies for clients to optimize and transform their CX and other business processes to make interactions "simpler, faster, safer."¹ A wide array of clients well appreciate Teleperformance's unparalleled scale, geographic coverage, and cultural diversity in the industry.

With over 44 years of experience connecting the world's most successful brands with their customers, Teleperformance has transformed into a trusted provider of digital integrated business services. The company focuses on continued innovation to fulfill the ever-changing requirements of clients and their end customers and to help them stay relevant for the future. The company's high-tech/high-touch approach combines the experience, best practices, and emotional intelligence of its entire employee base (deployed on a best-shore strategy) empowered by technology, such as artificial intelligence (AI),

¹ [Teleperformance: each interaction matters](#)

digital integration, analytics, automation, transformation framework, and consulting services, to drive innovation and enable CX disruption. The "Each interaction matters" catchphrase reflects the importance Teleperformance places on excellence in its line of business, which is the cornerstone of its success. The company effectively differentiates through the increased verticalization of its digital

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*– Krishna Baidya,
Director, ICT Practice*

solution to serve clients at scale. Teleperformance's meticulous and holistic approach to compliance, privacy, and security, facilitated through its Global Security Operation Center that operates autonomously from the IT division, is a noteworthy differentiator recognized by clients.

While Teleperformance has capitalized on a solid and diverse portfolio across multiple verticals over the years, it has had great success with born-digital new economy clients. Frost &

Sullivan is impressed with how Teleperformance has strengthened its brand and accelerated great commercial success by emphasizing enduring customer relationships and relevant technologies and processes.

Operational Excellence through Innovation

Teleperformance prides itself on offering best practices in human resource management; a global dedicated CX infrastructure; and superior technologies that ensure quality, security, and reliability. The company stands out for its strategic excellence, which balances technology innovation and human expertise, and has earned a reputation as a preferred service provider for various organizations in their specific operative markets. Technology nuances, quick responses, local language skills, global solution scale, proven expertise in customized processes, and the ability to deliver business results to clients have been instrumental to Teleperformance's outstanding success in recent years.

Technology Analytics and Process (TAP) Excellence:

Utilizing analytics and research-driven insights to improve CX, Teleperformance's Transformation TAP™ team leverages high-potential sector expertise and digital and omnichannel integration. The company approaches every customer engagement within the TAP framework to identify each client's needs and desired state. The framework combines Lean Six Sigma and Design Thinking to deliver transformational benefits to clients. The company collaborates closely with each client during an in-depth design thinking session to map a digital transformation journey and agree on progress calibration and measurement. As such, Teleperformance instills innovation and transformation in every step of the client engagement while simultaneously embracing a long-term perspective.

The TAP team boasts close to 2,000 employees, consisting of data scientists, business process engineers, and solution architecture experts, that specialize in emerging technologies and global best practices, such as analytical and statistical modeling, process design, and Lean Six Sigma. The company reported that close to 70% of its new business involves transformative component work conducted by this team. Additionally, the company pivoted to a virtual environment in 2019 and delivers the same service through its Teleperformance Innovation Experience Center (TIEC), which has become its global hub of virtual interactions.

Teleperformance Cloud Campus (TPCC):

During the COVID-19 pandemic lockdowns, businesses required a mitigation plan to restore business-as-usual operations and comply with government regulations. TPCC emerged as a differentiating solution that offers fully digitized recruitment, training, and remote operational management practices to help clients scale up work-at-home agents (WAHA) to ensure service quality and customer satisfaction.

In 2021, Teleperformance established a detailed Cloud Campus Compliance Program to ensure operational consistency, regardless of which Cloud Campus hub a client chooses, such as TOPS for operations management. Currently, TPCC in Asia-Pacific (APAC) boasts 24,000 employees (96% WAH employees), serving over 140 clients in 37 languages and delivering services in 67 markets.

Innovation Tools:

With its commitment to innovation, Teleperformance has implemented technology best practices across sectors to optimize customer engagements. The company remains at the forefront of technology adoption to sustain a portfolio of enhanced services.

The following are some notable examples that showcase the company's innovation spirit:

- **StoryfAI** is Teleperformance's AI-powered, real-time translation solution for non-voice conversations that connect brands with their customers, regardless of their spoken language or location. This solution improves multilingual customer service efficiency and delivers cost efficiency.
- **After Call Work (ACW) bot** automates post-call activities, including SMS and email, by effectively reducing advisors' ACW, updating customer relationship management actions, shortening turnaround times by handling multiple orders in a single request, and allowing advisors to navigate the action selection across numerous pages to send customer responses.
- **Visual Interactive Voice Response (IVR)** revolutionizes the user interface of traditional voice-only IVRs to improve exponentially the user experience and consistently deliver high levels of customer service satisfaction while decreasing calls to agents and lowering overall costs.
- **Time Tree** is primarily a work allocation and measurement tool that enables back-office teams to assign, track, monitor, and drive productivity in real time through dashboards and reports. This cost-effective solution has a microservice-based architecture to measure the efficiency of non-voice programs.
- **End-to-end Transformation Analytics** can be conducted by leveraging various tools, including customer journey mapping, to identify key customer pain points and non-first call resolution (FCR) process nodes and subsequently resolve these root causes with the client. Implementation of such an application has led to reduced contacts per customer/order and, more importantly, a better overall CX.
- **TP Recommender** helps end users understand customer buying patterns and recommends products or services.

- **TP Insight** is an interactive analytics platform that delivers insights from customer engagements.
- **TP Prompto** helps clients in the sentiment analysis of voluminous, unstructured data.

Frost & Sullivan commends Teleperformance for enhancing its solution capabilities through technology deployment, with a continued focus on the human element to achieve a significant competitive advantage in the rapidly evolving market for digitally integrated business services.

Regional Success Built around a Leadership Focus

To maintain its leadership position, Teleperformance develops solutions that meet clients' increasingly complex needs in an omnichannel, digital, automated, and uncertain world, in terms of individual safety, data, and systems security. From APAC delivery locations, the company delivers a complete portfolio of digital transformation solutions and enhanced CX to brand leaders across the United States, the United Kingdom, and Europe, in addition to domestic APAC markets. For Teleperformance, APAC is the location for servicing global clients and for nurturing the tremendous local market ambition, which differentiates from many leading providers in the region because APAC is often viewed as a primarily delivery location.

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Teleperformance launched its APAC operations in the Philippines in 1996, becoming a pioneer contact center company in the region. With its accelerated growth in APAC over the last 26 years, Teleperformance has firmly established its business presence in the region, operating 76,000 workstations with over 134,000 employees across 73 facilities in the following 11 service delivery markets: Australia, China, India, Indonesia, Japan, Malaysia, the Philippines, Singapore, South Korea, Thailand, and Vietnam. Teleperformance’s employees deliver a myriad

of services from these locations for a bevy of marquee and loyal clients. Leveraging the many multilingual contact centers in the region, Teleperformance provides services in 39 languages and dialects. In addition, the company offers localized tools, capabilities, and industry best practices for each country in which it operates. Such an established regional network is of immense benefit for global multinational corporations (MNCs) looking to expand across regional markets and need local-language support and insights.

In APAC, Teleperformance shored up its regional footprint in 2021 and continues to do so in 2022. In 2021, Teleperformance established a subsidiary in South Korea; opened entities in Taiwan, Thailand, and Vietnam; and re-activated its presence in Australia by deploying TP Cloud Campus. The company continues its regional growth by expanding into new key cities that offer great potential for serving clients by strengthening the support for local and regional accounts. Trust and safety, a relatively new service within Teleperformance’s integrated back-office services, represent a significant portion of its recent growth in the region. Furthermore, the company added anti-money laundering features to its portfolio, addressing participants’ ever-evolving requirements in the fintech space. The recent

operational expansion in the region is a testament to the company's ability to continue thriving and succeeding post-pandemic in an increasingly competitive industry.

- Teleperformance Malaysia subsidiary has seen rapid growth, adding a third site at Penang Development Corporation's new global business services (GBS) facility in Bayan Baru, followed by opening up Kelana Center Point in Kuala Lumpur, Malaysia, as the fourth site for a Cloud Campus hub.
- Teleperformance Indonesia expanded its operations by opening a fourth site in Sleyman City Hall, Yogyakarta.
- The company launched Teleperformance Singapore Lab, where visitors can experience the company's digital solutions and continuous innovation, enabling the future of customer management.
- Teleperformance Philippines recently launched the Cloud Campus microsite in San Nicolas near Laoag City in Ilocos Norte, Philippines, marking the company's twenty-third business site in the country. In addition, two other Teleperformance Cloud Campus hubs are located at TP Fairview in Quezon City and TP Aura in Taguig City, along with multiple kiosks located in other Teleperformance sites in the Philippines that serve as operational command centers of virtual teams.
- Teleperformance unveiled a plan to make India the company's global center of excellence. The company intends to double the headcount in the country in three years, from the current 90,000 strength.² Recently, the company opened a large center in Mohali, with other centers being built in Gurugram and Pune.

Teleperformance continues to impress the CX outsourcing industry with its deep-rooted focus on APAC, which is increasingly becoming the center of Teleperformance's development activity, driven by the company's digital and analytical offerings. The company has met new business expansions and client growth by leveraging TP Cloud Campus. Vietnam, Thailand, and Cambodia are 100% Cloud Campus countries, in addition to Japan, which has been 100% TPCC for more than 3 years. More than nine MNCs have chosen to operate in these 100% virtual countries, with more on the way.

Frost & Sullivan believes that by deploying such solutions, Teleperformance is well positioned to expand quickly in other local APAC markets, based on its clients' needs.

Expanding Client Portfolios to Ensure a Solid Financial Performance

Frost & Sullivan recognizes Teleperformance's continued acceleration in the global market amidst changing dynamics and its ability to deliver an impressive financial performance in APAC and worldwide. Teleperformance achieved 25.6% like-for-like³ revenue growth in 2021 from its core services and DIBS business from its global clients. During this period, the company's English-speaking and Asia-Pacific

² The Hindu; Lalatendu Mishra; October 6, 2022; "[Teleperformance plans to double headcount in India in 3 years](#)"

³ At constant exchange rates and scope of consolidation

(EWAP) linguistic region, which contributes over one-third of the company's revenue, recorded 19.3% revenue growth and an astounding 18.5% growth in H1 2022.

Teleperformance's financial success is a testament to the company's focus on the region and continued expansion of its client portfolio in recent years. The company boasts a portfolio of leading global brands across the telecommunications, media, financial services, insurance, eCommerce, technology, travel, and automotive sectors, along with the disruptive ones. Teleperformance reported winning many new clients across sectors in the region while successfully expanding service lines with existing clients. The company has successfully forged partnerships with leading companies operating in APAC by delivering a superior CX and tailoring solutions to their specific needs and challenges, especially in this uncertain time. Such an approach has paid huge dividends as the company continues to win global clients that need regional services and continues to win Asian-headquartered clients servicing their domestic and expanding global market needs.

Trusted Brand as an Outsourcing Partner and Employer

Teleperformance continues to receive many accolades for its market leadership, penchant for innovation, service excellence, human capital development strategy, data privacy capabilities, and commitment to corporate social responsibility (CSR). Built on a proven track record of capabilities and laser-focused execution across industries and geographies, Teleperformance enjoys solid brand recognition in the APAC market.

In 2021, Teleperformance earned the Verego label for CSR at the group level and was recognized as one of the World's 25 Best Workplaces™, an exclusive distinction awarded to leading employers worldwide (with 10,000 participating companies) by Great Place to Work® and Fortune magazine.⁴ This recognition signifies Teleperformance's effort to prioritize its employees' well-being. Teleperformance has established an unmatched footprint among CX outsourcing providers, with 11 service delivery markets in APAC. Seven of these country organizations are certified as a Great Place to Work.

Teleperformance serves a wide diversity of industries in the region, accelerating its momentum in expanding digital business services. With an intense focus on client satisfaction, the company boasts a loyal customer base, with the average tenure of client relationships (top 50) between 10 and 12 years. An unparalleled understanding of local markets and delivery capability have often positioned Teleperformance as the de facto partner for many loyal global clients while expanding its presence in APAC markets.

Frost & Sullivan research shows that clients seek enduring partnerships with their outsourcing providers and increasingly rely on them for CX innovation. Teleperformance's continuous push for excellence outshines its previous efforts in building lasting relationships with clients that accelerate their growth and strengthen their brands, while ensuring that commerce and technology advance to benefit economies worldwide.

⁴ Great Place to Work; "[World's Best Workplaces™ 2022](#)"

Conclusion

Teleperformance's multipronged go-to-market approach, which focuses on both global brands and leading Asian/regional brands expanding in APAC, has delivered great dividends for the company. Enhancing its digital capabilities, Teleperformance is well positioned to offer a genuinely integrated one-office service encompassing CX, back-office, knowledge, and advisory services, enabling clients to meet their changing needs efficiently.

Teleperformance's solid reputation in the born-digital segment, multilingual capability, and expanding services portfolio have further accelerated the company's growth in the region. The company's ever-expanding service delivery locations offer right-shoring options, dedicated site offerings, expansion of multilingual hubs, and TPCC, further enhancing its ability to deliver services wherever brands need them and from anywhere they want.

With its stellar financial performance, thought leadership, service excellence, unparalleled innovation, and strong overall performance, Teleperformance earns the 2023 Frost & Sullivan Asia-Pacific Company of the Year Award in the customer experience outsourcing services industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

Visionary Scenarios Through Mega Trends:

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

