

F R O S T & S U L L I V A N

# 2024 CUSTOMER VALUE LEADER

*IN THE ASIA-PACIFIC  
CUSTOMER CARE  
OUTSOURCING  
INDUSTRY*

F R O S T & S U L L I V A N

2024  
BEST  
PRACTICES  
AWARD

 **Teleperformance**

## 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. TP in India excels in many of the criteria in the customer care outsourcing space.

AWARD CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

TP is a global digital business services company that delivers advanced, digitally powered business services to help the world’s best brands streamline their business in meaningful and sustainable ways. With more than 46 years of experience in the market, the TP Group has grown its operations to nearly 500,000 employees in nearly 100 countries - serving more than 170 markets. It manages client programs in over 300 languages and dialects on behalf of major international companies.

TP supports a wide variety of industries including automotive and transportation, broadband and DSL, energy and utilities, financial services, government, healthcare, insurance, manufacturing, media, pharmaceuticals, retail, technology, telecommunications and travel and hospitality.

TP in India leverages the country’s vast talent pool to offer offshore solutions for global brands, and is the designated Center of Excellence (CoE) for Digital CX Services, Back-office, and Transformation Solutions. TP in India has over 90,000 employees and represents the largest multicultural team within Teleperformance. TP in India offers advanced digital and technology solutions to empower the world’s leading brands and provides world-class services to over 210 clients across a variety of industries.

### **Operational Efficiency**

TP in India has over 10 years of experience and expertise in managing leading United Arab Emirates (UAE)-based banks, including conventional and Islamic financial institutions. This includes deep knowledge of UAE market sentiment and complex banking processes like cross border payments, cards, retail finance, account services, and enhanced due diligence.

As part of its proprietary hiring process, TP in India hires and trains readily available and cost-effective

*“In the banking and financial services industry, TP in India has demonstrated its capacity and experience by improving the customer experience with the use of RPA and artificial intelligence.”*

**Michael DeSalles,**  
**Principal Analyst**

subject matter experts (SME’s) that are fluent in both English and Arabic. This capability results in up to a 50% labor savings for banking clients. For one of the region’s largest banks, TP in India was able to hire 200 full-time equivalents (FTEs) in a short span of 90 days, taking advantage of its flexible Green Start initiative. Utilizing robotic process automation for this same client, TP in India has digitized 100% of the customer onboarding and maintenance process. Initiatives like full digitization of this

standard banking practice shows how TP in India consistently demonstrates its transformation capacity and engineered banking solutions for improving customer experiences.

### **Brand Equity**

Over the last nine years, TP in India has built a strong relationship with a major UAE banking institution. TP in India is the largest service provider for the bank. As such, this partnership has generated:

- Two million transactions
- Metrics met with 99% turn around time (TAT)
- Higher quality and accuracy

TP in India’s cost-effective Arab language capability has extended the client’s hours of operation window. This important improvement has resulted in a 23% increase in the number of banking transactions, with improved customer satisfaction scores. In this use case, TP in India supports its UAE banking client by servicing a large number of discrete banking activities and processes, including:

- ✓ Outbound collections – Voice and back-office
- ✓ New customer onboarding
- ✓ Retail Finance Operations
- ✓ Account Maintenance
- ✓ Reward Redemption
- ✓ Chargebacks and Dispute

TP in India’s overall client portfolio was expanded significantly in 2023 with 44 new logo additions. This points to TP in India’s excellent growth trajectory across both international and domestic markets.

### **Human Capital**

TP India has fostered tremendous growth and built meaningful community connections to show its commitment to diversity, equity, and inclusion (DEI) in the region. For example, in 2023 TP India hired 12,000 new agents and launched three new sites. This translates to an additional 157,739 square feet of space with capacity for 2,121 agents. This allows TP in India to serve a wider range of customers and

communities in Gurgaon, Hyderabad and Jaipur. The company also expanded 6 existing sites across Tier 1 and Tier 2 metro and non-metro cities. This kind of organizational expansion within the region, is a tangible testament to TP in India's growth and investment in human capital.

TP in India scored 90.4% Net Promotor Score (NPS) for 2023. This was based on a thorough and exhaustive annual knowledge satisfaction (KSAT) survey, that reflects the company's client focus and employee-centricity. It has continued to hold its Great Place to Work (GPTW) culture with the following regional industry Awards:

- ✓ 2023 GPTW Top 15 Best Workplaces in Asia
- ✓ 2023 GPTW Top 100 India's Best Companies To Work For
- ✓ Corporate Excellence Award for training excellence

TP India follows an overall organizational ethos encompassing communication, trust, and engagement that aims to involve employees in creating an environment where they feel engaged and inspired. TP in India's employee-focused initiatives are aimed at maximizing employee engagement and *retaining* existing human capital.

### **Customer Acquisition**

TP in India employs several customer-facing processes that support new client acquisition while enhancing customer retention. Chief among them is TP Green Start. TP Green Start is a benchmarking process used to measure the success rate of a new client acquisition. It measures the speed - typically 90 days or less -

*"TP in India has consistently exceeded its own expectations and outcomes across the board. Its High Tech, High Touch culture sets a new normal for the industry in the region."*

**Michael DeSalles,**  
**Principal Analyst**

with which TP in India is able to meet the required key performance indicators (KPIs) and agent efficiency targets set by the client. In the case of the UAE bank, Green Start was achieved in less than 90 days, paving the way for quick speed-to-market and improved customer experiences. TP Intelliserve is another propriety tool in the TP technology portfolio, which promotes the automation of work allocations to the processing teams. This tool can be tailor-made to follow work allocation mechanisms such as Last In First Out (LIFO). It also helps focus the agent teams on achieving Service Level Agreements (SLAs)

and meeting overall operating efficiency standards.

In today's fast-evolving and competitive banking market, clients expect fast and consistent turnaround time (TAT). TAT is a yardstick used to measure the speed of execution in processing customer requests. TP in India tracks TAT closely by the hour, which has resulted in 95% of the requests from the client, being processed within 2 Hours.

### **Growth Potential**

Given the history and operational success with TP in India, this UAE banking client has seen a substantial increase in customer demand for its digital banking services. Over 70% of banking customers are currently enrolled in banking applications and plans. The partnership has also profited and grown as a result of the robust data security and compliance measures instituted by TP across all of its sites. TP Security, as a

proprietary set of protocols and best practices, is critically important for the bank in this region's highly-regulated banking industry.

TP in India's revenues have grown 47%+ in 2023, compared to 2022. TP in India's international business unit was the primary contributor to this growth: TP in India acquired 25 new clients in the international business unit, allowing the company to expand its client base and diversify skill sets across various industries. Four key sectors experienced significant growth: Financial Services (Traditional & Fintech companies); Travel & Hospitality; Media, Entertainment & Gaming, and Retail & Ecommerce. Finally, TP in India continues to build on a large portfolio of marquee clients that are the bedrock of a strong, long-standing and loyal client base. With its "digital first" approach, TP in India has helped its UAE banking client maintain a competitive edge and posture in the region's banking industry.

### ***Customer Service Experience***

With over 14 years of service, TP in India manages a number of disciplines on behalf of this leading Middle East banking institution. A partial list includes:

- Account activation & servicing
- Credit card operations & payment services
- Retail finance operations & analytics
- Outbound collections

As part of its operational rigor, TP in India utilizes Business Process Management (BPM) extensively in the servicing of this UAE bank. BPM is a state-of-the-art document management system that automates the bank's physical records electronically through multi-level workflows and content management.

TP developed TP Cloud Campus which can connect teams at company facilities, agents working from home and in different parts of the country. TP in India employs Cloud Campus as an effective client solution for hiring, training, and managing teams remotely. Cloud Campus is a unique Teleperformance innovation that can be used for one-on-one coaching, team meetings, continuation training and briefing sessions.

### ***Conclusion***

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With its strong overall performance and ability to deliver transformational and differentiated solutions for its entire roster of client partners, TP in India earns the 2024 Frost & Sullivan Asia-Pacific Region Customer Value Leadership Award in the Customer Care Outsourcing industry.

## What You Need to Know about the Customer Value Leadership Recognition

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Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

### Best Practices Award Analysis

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Business Impact*

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

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

#### *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

