

Teleperformance Recognized as the

2021

Company of the Year

Asia-Pacific Customer Experience

Outsourcing Services Industry

Excellence in Best Practices

 **Teleperformance**
each interaction matters

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 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

Addressing Unmet Needs

“At present, Teleperformance’s regional footprint is unmatched by other customer experience outsourcing providers.”

- Krishna Baidya, Director – ICT Practice

Headquartered in France, Teleperformance is a leading global provider of outsourced, digitally integrated business services, encompassing CX, back-office, and consulting, to global brands. At present, Teleperformance’s regional footprint is unmatched by other customer experience outsourcing providers.

Since it launched Asia-Pacific operations in the Philippines in 1996, the company has firmly established its business presence in the region with 73 facilities in nine service delivery markets: China, Japan, India, Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam. Teleperformance emerged as one of the most multilingual contact centers in the region, offering high-quality omnichannel interaction in 39 languages and dialects, which is an excellent advantage for global MNCs looking to expand across markets in the region and need local-language support and insights.

With its high-touch and high-tech transformation strategy, Teleperformance has embarked on a significant journey to adopt many technology innovations blended with the right human resources to enhance customer experience, and achieve efficient and smart delivery of exceptional CX. The company innovates to fulfill the ever-changing end-customer and client requirements, and help them stay relevant for the future. Teleperformance also focuses on developing in-house AI-based analytical and

automation tools and industry-specific solutions while ensuring a high-quality work environment for its employees.

Implementation of Best Practices

Teleperformance derives value for its clients from the two core pillars of human touch and technology. The company prides itself in offering its know-how in human resource management, global dedicated customer experience infrastructures, and high-performance technology that ensures quality, security, and reliability. Teleperformance serves a large number of markets from a global network of domestic, multilingual, nearshore, or offshore operating centers. Over the years, the company has shown tremendous acumen in acquiring and integrating capabilities that lead to enviable growth, both organically and inorganically.

In 2020, during the global health crisis and with a focus on protecting employees' health and safety, Teleperformance extended its work-from-home solutions and positioned for a hybrid service delivery model in the future. TP Cloud Campus (TPCC), an integrated cloud-based work-from-home and management solution, launched in 2019, was implemented group-wide in 32 countries, with the support of 13 management centers (TPCC hubs). The hubs are tasked with training, coordination, engagement and supervision of agents and teams. At the end of the year, TPCC catered to almost 250,000 employees, including approximately 44,000 in Asia-Pacific. TPCC leverages next-generation talent management solutions in areas of hiring & onboarding, learning & development, performance management, and agent engagement & cultural integration. Teleperformance earned the industry's first and only Great Place to Work® certification for its work-at-home solutions, complementing well with similar recognition of delivery locations in China, India, Indonesia, Malaysia, the Philippines, Singapore, Japan and Thailand.

Teleperformance's commitment to innovation has led it to implement technology best practices across sectors to optimize customer engagements. It remains at the forefront of technology adoption to sustain a portfolio of enhanced services. The company's daily performance management process, called Teleperformance Operational Processes & Standards (TOPS), is a step-by-step methodical structure based on global program best practices. Teleperformance utilizes a state-of-the-art suite of IT systems, contact center applications, and advanced agent monitoring tools, which are designed to facilitate and enhance the interactions between agents and customers. Clients and prospects can access and utilize proprietary Teleperformance systems, such as CCMS, Protect, Sentinell, Client, and Reports in real time.

“Further enhancing digital capabilities, Teleperformance is gradually positioning itself as a global leader in multilingual, high-end, digital, automated, and integrated business services.”

- Krishna Baidya, Director – ICT Practice

Teleperformance's innovation philosophy cuts across technology, security, and process improvement, and its rigorous and integrated approach to compliance, security, and privacy is unparalleled in the industry. Its dedicated security team that operates autonomously from the IT division and includes more than 100 certified security analysts and experts is a testament to its commitment. Teleperformance received a Binding Corporate Rules (BCRs) approval in 2018, making it the

first company in the BPO industry globally to attain this critical data protection compliance in the European Union. BCRs allow Teleperformance to offer clients total global operational flexibilities to deliver a safer and better customer experience.

Along with customer service professionals, in recent years, Teleperformance is hiring more data scientists, business process engineers, and solution architect experts who are specialized in emerging technologies and best practices, such as analytical and statistical modeling, process design, and Lean Six Sigma. Overall, the analytics team spans almost all aspects of the value chain, including speech, CX, interaction, process, and operational analytics. Further enhancing digital capabilities, Teleperformance is gradually positioning itself as a global leader in multilingual, high-end, digital, automated, and integrated business services. Frost & Sullivan thinks enhancing such capabilities gives the company a significant competitive edge.

Leadership Focus

To maintain the leadership position, Teleperformance focuses on developing solutions that meet customers' increasingly complex needs in an omnichannel, digital, automated, and uncertain environment in terms of individual safety, and data and systems security. During the pandemic, Teleperformance helped many clients improve efficiency, as they faced business decline and cost pressure, and automate simple interactions to compensate for limited agent availability due to lockdown, deployment of coronavirus assistance, and information services on behalf of governments.

Teleperformance's ever-expanding service delivery locations offering right-shoring options, dedicated site offerings, expansion of multilingual hubs, and TPCC further enhancing regional capabilities are key areas propelling the provider toward success in an increasingly competitive market. The company offers localized tools and capabilities along with industry-specific best practices for every country in which it operates.

In 2020, Teleperformance continued its regional growth and success with expansion into new key cities that offer strong potential for serving clients by increasing the support it provides to local and regional accounts, enabling tens of thousands of its agents to work from home for continued business operations, and sharpening its capabilities in implementing flexible win-win employment and service arrangements for the benefit of clients and employees. Frost & Sullivan recognizes such efforts that provide a seamless and enriched experience for customers and business success for its clients.

True to its vision, Teleperformance makes its employees the focus of its business. The company's commitment to being an employer of choice in its market arises from believing that this is an essential prerequisite in creating value for all stakeholders. It deploys many initiatives and tools in the areas of hiring, professional training and development, human rights, diversity and inclusion, wellbeing, and work safety to monitor progress and the achievement of this goal. Teleperformance's high-touch strategy aims to improve employee satisfaction and to set itself apart as a future-focused company. Training programs encouraging employee excellence, career progression, and leadership programs (JUMP, TP University) are well-formulated and available for employees to fulfill their aspirations. As a global organization with 380K+ employees globally in 83 countries, the company has made Diversity and Inclusion an essential focus of its employees management. The company also gives its Employees'

Satisfaction Index (ESAT) the same level of importance as its Customers' and Clients' Satisfaction Index to drive employee engagement initiatives. Initiatives, such as All Ideas Matter (A.I.M.)™, encourage agents and employees to share ideas and feedback that is subsequently analyzed and, in some cases, applied to accelerate innovation and generate benefits for stakeholders. Frost & Sullivan believes that such initiatives help employees recognize themselves as being valued and contribute to employee satisfaction, commitment, and loyalty for the longer term.

Customer Service Experience

Teleperformance continues to lengthen its list of clients, forging partnerships with leading companies operating in Asia-Pacific by offering superior customer experience support, and developing solutions that meet their specific needs and challenges, especially in this uncertain time. Such performance is driven by the company steadily becoming the digital business transformation partner instead of just a contact center service provider. In fact, the company leverages its proprietary Teleperformance tools, analytics, and processes (TAP) practice that identifies rapid transformation opportunities to drive digital transformation and infuse continuous innovation. The company is also expanding beyond Customer Experience, with a focus on next-generation solutions, such as Trust & Safety, video-driven support, VR, etc.

As a trusted partner, Teleperformance strives for constant and close interaction with clients and has implemented mandatory quarterly meetings to review performances, targets, and results. By leveraging its own research practice (TP CX Lab), a rare capability within the global service providers, the company can provide insights to help business leaders identify consumer trends that can impact their business. It helps incorporate future-proof solutions differentiating from the competitors' and forge solid, long-standing partnerships.

Teleperformance prioritizes upholding client satisfaction levels and implementing best practices to assess client satisfaction (KSAT) regularly. Client satisfaction is monitored by the operating departments at the group level, and maintained throughout the contract. A regular customer satisfaction survey also measures Net Promoter Score (NPS).

The company built the Teleperformance Innovation Experience Center (TIEC) to showcase the future of high-tech, high-touch customer management. The center features customized tours, experiences, and interactive modules using technology, such as holographic systems, 3D virtual reality, augmented reality, and more, which helps the company elevate the conversation with existing and prospective clients.

Financial Performance

Teleperformance delivers a solid financial performance in APAC and globally. In the APAC region, the company achieved some notable wins in financial services, insurance, travel, automotive, and technology with a leading gig economy company, a topmost eCommerce platform, a global online payment company, China's leading life service eCommerce platform, a prominent Chinese online platform, and a leader in commercial unmanned aerial vehicles. Teleperformance delivers end-to-end digital CX transformation solutions to its clients, and its English-speaking and the Asia-Pacific (EWAP)

linguistic region recorded 6.4% like-for-like¹ revenue growth in 2020, and an astounding 23.7% like-for-like growth in H1 2021.

In 2020, the company established an entity in South Korea and further expanded its footprint in the region after successful re-entry into Japan. In October 2020, Teleperformance Philippines launched its 22nd site at Vista Mall in Bacoor, Cavite, which will employ over 2,000 people. The company met new business expansions and client growth by leveraging TP Cloud Campus. Frost & Sullivan believes that by deploying TPCC, Teleperformance is well-positioned to expand quickly in the other local markets (whether Taiwan, Thailand, Vietnam, or Australia) in the Asia-Pacific as needed by its clients.

Brand Equity

Teleperformance enjoys particularly strong brand recognition built around many years of consistent, proven capability, and razor-focused execution across industries and geographies in the Asia-Pacific market. Its current footprint in the region includes nine service delivery markets employing more than 121,000 people delivering services to leading global brands. Over the years, Teleperformance has built a solid and diverse portfolio with clients from different industry verticals, such as financial services, insurance, technology, telecom, healthcare & pharma, travel & hospitality, retail, and increasingly born-digital new-economy clients.

Frost & Sullivan's research shows that clients are looking for enduring partnerships with their outsourcing providers. Frost & Sullivan thinks that Teleperformance has done an excellent job in 2020 in building lasting relationships with clients that accelerate their companies' growth and the strength of their brands while ensuring that commerce and technology advance to benefit economies worldwide.

Conclusion

Teleperformance's success in the Asia-Pacific region can be well-attributed to its multipronged go-to-market approach; focus on both global businesses expanding in the region and leading Asian/regional brands expanding in the region and beyond. The company's solid reputation in the born-digital segment has played an important role in its success. Its local revamped HR processes, global standards, proprietary technological tools, successful WAHA program, and highly qualified team of employees with different perspectives, diverse backgrounds yet with the same innovative mindset helped the company deliver on its promise relentlessly. 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. In Asia-Pacific, the company renewed many contracts and signed new ones as well, propelling exemplary growth even during the pandemic.

With its thought leadership, service excellence, unparalleled innovation, and strong overall performance, Teleperformance earns Frost & Sullivan's 2021 Company of the Year Award in the Asia-Pacific customer experience outsourcing services industry.

¹ At constant exchange rates and scope of consolidation

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

