

TELEPERFORMANCE RECEIVES THE 2023 CUSTOMER VALUE LEADERSHIP AWARD

*Identified as best in class in the Brazilian 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 customer experience outsourcing services 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

AI-based Technologies Bring New Growth Opportunities for Service Providers

Participating in a recent global Frost & Sullivan survey, 1,120 information technology decision-makers ranked improving customer experience (CX) as the top business priority for the third year in succession.¹ However, a turbulent future economic outlook, high inflation rates, and rising costs, coupled with the growing complexity of running CX operations for optimal results, compel organizations across the board

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**- Riana Barnard,
Best Practices Research Analyst**

to outsource their CX capabilities.

Companies adapting rapidly to changing market conditions seek to partner with nimble CX service providers (CXSPs) to speed up their time to market and provide continuous process enhancement rooted in ongoing innovation initiatives. To this end, the right mix of people, processes, and technology is crucial in helping CXSPs to bring reliable and agile transformation capabilities to their clients.

Furthermore, an increasing number of organizations view contact centers as potential profit centers that can open new opportunities for cross- and up-selling. Because conversion is exceptionally high when agents harness the natural touchpoints with customers

¹ Customer Experience Outsourcing Services Market in Latin America and the Caribbean, Forecast to 2028 (Frost & Sullivan, November 2022)

(e.g., at contract renewal junctures or during billing cycles), contact centers are vital to an effective revenue growth strategy.

In 2021, the Brazilian market exhibited a positive revenue growth rate but was negatively affected by the Real's depreciation against the United States dollar. During this period, the total number of full-time agents slightly declined, and Frost & Sullivan expects the trend to continue as more customer interactions are automated. Consequently, the calls that reach live agents grow in complexity and lead to an increase in average handle time. To compensate, companies improve agent productivity by providing advanced tools and support, such as real-time recommendations, next-best-thing suggestions, and intelligent routing. Moreover, as many employees prefer to work remotely, outsourcers struggle to recruit individuals when clients request that agents work from the delivery site.

Teleperformance uniquely leverages its technology and expertise to meet these market gaps and needs. It is well-positioned to capitalize on new growth opportunities, cementing its leadership in Brazil's customer experience outsourcing services market.

An Established Brazilian Leader

Founded in 1978 and headquartered in Paris, France, Teleperformance (TP) is a provider of digitally integrated business services and solutions. The company has a diversified geographical footprint in Latin America and the Caribbean, with operations in Argentina, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, El Salvador, Guatemala, Guyana, Honduras, Jamaica, Mexico, Nicaragua, Peru, and Suriname. In particular, the 28,000+ employees at TP Brazil represent more than 20 nationalities. Combining its diverse and experienced teams with reliable and flexible technological solutions, the company modifies and optimizes processes to deliver exceptional CX and superior client outcomes. Moreover, TP Brazil is a strategic partner to reputable brands across multiple industries, meeting and exceeding the region's highest safety and quality standards.

In 2021, Frost & Sullivan recognized TP Brazil for its robust work-at-home agent program, strong recruiting practices, proprietary technological tools, and operational best practices and remains impressed with the company's continuing innovation and sustained leadership.

Leveraging Game-changing Technology through a Customer-centric Approach

TP Brazil's approach goes beyond its extensive expertise and best-in-class capabilities, with customer value as a strategic imperative. Through the years, the company has earned a sterling reputation supporting clients' path toward business transformation and innovation, creating value for clients, customers, and communities.

Renowned for its high tech-high touch standpoint, TP Brazil helps brands maintain the balance between technology and human touch in the customer experience. Unlike competitors, the company leverages its sophisticated subject matter experts to collaborate closely with various stakeholders and partners to evolve alongside market needs and trends.

Transitioning from a service provider to a highly specialized partner, TP Brazil's solution architects develop tailor-made products uniquely supported by consultancy and technology adoption services. For example, the company provides a risk assessment analysis before it designs the technology and implements the necessary processes to secure the client's operations end-to-end, purposefully building a long-term relationship. Furthermore, its global best practices standards across technologies, processes, and security, such as Teleperformance Operational Processes and Standards (TOPS), the Baseline Enterprise Standard for Teleperformance (BEST), and Technology, Analytics, and Process Excellence (TAP), guarantee

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- Sebastian Menutti,
Industry Principal: ICT—CX—Connected Work

consistency on every level. Data security is of the upmost importance criteria for their industry, and Teleperformance has invested in the highest standards tools and processes to guarantee the safety and data privacy of their clients. Also, the Brazilian teams differentiate through their language proficiencies, including Portuguese, Spanish, French, Japanese, and English, to support its nearshore offering and create value for its clients.

In a specific use case, TP Brazil completed an assessment for a client in the financial services industry to identify possible risks and opportunities before deploying its solution. The team discovered contaminated files in the cloud-based system and determined the underlying cause: insufficient safety

procedures, i.e., not filtering files before uploading them. By initiating a conversation with the client and other suppliers in the value chain, Teleperformance helped the company to avoid a costly data breach and mitigate future risks.

Frost & Sullivan lauds TP Brazil's distinctive capability to develop efficient processes that reshape and improve internal workflows while maintaining the equilibrium between technology and people. Its seamless approach and best-in-class business outcomes position it as a partner of choice.

Operational Strategies Promote Company Growth

With its customer-focused strategy, TP Brazil consistently brings outstanding solutions and services to the market. At the same time, the company incorporates client feedback into its strategic decisions and implementation plans to maximize short-term growth opportunities while providing a path to future revenues. For instance, TP Brazil realized the potential and purposefully partnered with born-digital companies in various industries (e.g., fintech, transportation, travel, and hospitality) to achieve significant growth in this segment during the last few years.

Frost & Sullivan recognizes that many contributing factors make a company successful; having a customer-centric strategy is critical. Yet, having and successfully implementing a strategy is not the same. Thus, it is important to have aligned leadership and staff to implement and operationalize a strategy cohesively.

TP Brazil embraces technologies (such as Big Data analytics and artificial intelligence) to segment the talent pool and improve its recruitment and selection process efficiencies. It allows the company to reach potential employees through the most appropriate contact channel with the right offer at the right time. Moreover, remote operations allow new hires to work from cities where the company does not have facilities. Its Cloud Campus capability enables face-to-face interactions for fast onboarding, training, and coaching sessions.

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Following the success of the employees' experience, TP Brazil is currently testing the solution prototype to improve the customer journey. For instance, when a customer has questions about the use of a product, the metaverse solution will be available as an additional service channel option (leveraging 3D and other visual resources).

The Road Ahead

Since its inception, TP Brazil's sterling reputation and customer-centric framework led to its coveted preferred partner status. Over the years, it added a range of new clients to its established base.

At TP Brazil, employees are the cornerstone of the business; therefore, the company pays attention to their voice, internally and through independent forums. The company's in-house 'JUMP!' growth and career targeting program is robust, providing opportunities for continuous learning and qualification to generate a constant flow of middle-management personnel. Frost & Sullivan commends the company's Learning Track initiative that drives internal promotions along with the appreciation and recognition of employees. The program, divided into four stages (e-learning training, online and live meetings, mentoring, and presenting a case study to the board), encompasses more than 90 content hours. TP Brazil trained and promoted more than 4,000 employees, substantially increasing the efficiency of its workforce (including employees who work from home). Aspiring to reach a participation mark of more than 5,000 individuals soon, TP Brazil reports increased employee satisfaction, shown by its 13 consecutive years of certification at Great Place to Work. On average, employees stay with the organization for 25 months, which rises to 45 months for leadership positions.²

² <https://www.teleperformance.com/en-us/insights-list/press-releases/teleperformance-no-brasil-investe-em-programa-de-capacitacao-e-ve-taxa-de-retencao-aumentar-consideravelmente/> (Accessed January 2023)

Frost & Sullivan believes the company is well-positioned to drive the customer experience outsourcing services space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

Conclusion

Customer-centric strategies help companies safeguard leading positions in markets, but only if the approach is authentic and the implementation is seamless. Teleperformance (TP) Brazil incorporates client-focused strategies and exemplifies best practice implementation. Leveraging its proprietary technological tools, innovative recruiting practices, and commitment to improving operational efficiencies, TP Brazil ensures the satisfaction of clients across multiple verticals. Moreover, a culture of continuous learning underpins the company's cutting-edge training programs to substantially increase the skills and capabilities of its diverse and remote workforce.

Furthermore, TP Brazil recognizes and promotes dynamic employees, offering them a career path to support long-term and solid customer relationships. TP Brazil helps brands engage more intimately with their end consumers, increasing the potential for more personalized interactions and a better chance of satisfying customers. This overall customer-first approach offers immense value to existing and new clients and solidifies TP Brazil's reputation in the market.

With its strong overall performance, Teleperformance earns the 2023 Frost & Sullivan Brazil Customer Value Leadership Award in the customer experience outsourcing services industry.

What You Need to Know about the Customer Value Leadership Recognition

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

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)**

