FROST & SULLIVAN

TELEPERFORMANCE PORTUGAL RECEIVES THE 2023 COMPETITIVE STRATEGY LEADERSHIP AWARD

Identified as best in class in the European customer care outsourcing 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 Care Outsourcing space.

AWARD CRITERIA

Strategy Innovation	Customer Impact
Strategy Effectiveness	Price/Performance Value
Strategy Execution	Customer Purchase Experience
Competitive Differentiation	Customer Ownership Experience
Executive Team Alignment	Customer Service Experience
Stakeholder Integration	Brand Equity

Teleperformance Company Overview

As Teleperformance Group (TP) is focused on digital business services, serving as a strategic partner to many of the world's leading companies in a wide variety of industries. Its end-to-end digital solutions, customer care, technical support, customer acquisition, consulting and analytics, and other high-value specialized services seek to ensure consistently positive customer interactions that are reliable, flexible, and intelligent. The company uses proprietary deep learning technology that aims to optimize flexibility on a global scale. The Group's 410,000 + employees, spread across 91 countries, support billions of connections annually in 300+ languages.

Strategy Effectiveness

Teleperformance Portugal (TP Portugal) was established in 1994. Teleperformance's network of Multilingual Euro Hubs stretching across the CEMEA region is a prime example of the company's implementation of specific strategies, processes and tools that generate a consistent and repeatable level of success. Teleperformance's global best practices are shared within a collaborative environment that responds flexibly to industry challenges and opportunities.

The illustration on the next page highlights the organization's size, site expertise and education pool across 10 locations in Portugal. Teleperformance is a market leader and has implemented digital transformation through technology, analytics, and process excellence, ensuring integrated customer experience management solutions in a global market.

SITE EXPERTISE	EDUCATION POOL	ON SITE AMENITIES
• Native speakers • Experienced and tenured management team • Relevant programs with agents with similar skills • Over 2,000 Sales champions in B2C/B2B	• 70% agents from abroad, mainly with college & university educations • HS diploma minimum	• Leisure Area • TV / Game Room • Cafeteria • Ocean Boardwalk • Expo Area

10 sites	We are a team of **13.500+** people	**10.300+** workstations	Serving **107** clients	Across **67** markets	Ops in **37** languages

Source: Teleperformance Portugal

Another example of best practices being employed by Teleperformance is its attention to security within that network of multilingual hubs. Frost & Sullivan sees Teleperformance's security practice as a distinct competitive advantage. Teleperformance has built its own unique security team operating autonomously from the IT division.

Strategy Execution

TP Portugal's 10 sites represent the epicenter of the Teleperformance's Euro Hub strategy. It is based not only on the ability to offer services in up to 37 European languages, but Portugal is also deemed a very attractive nearshore destination for highly qualified talent. As an example, TP Portugal has garnered "Best Company to Work For in Portugal" awards for the last 13 years. As noted earlier, 70% of TP Portugal's agents are recruited from outside of Portugal with college and university educational backgrounds.

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>
> *– Michael DeSalles,*
> *Principal Analyst*

TP Portugal's daily performance management process, called Teleperformance Operational Processes & Standards (TOPS), is a step-by-step methodical structure. It is based on the Best Practices of programs and TP centers across the globe. Teleperformance Portugal utilizes a state-of-the-art suite of IT systems, contact center applications and advanced security tools. These systems are designed to facilitate and enhance the interactions between agents and customers. Clients and prospects can access and utilize the following Teleperformance proprietary systems in real-time:

- ✓ Teleperformance CCMS
- ✓ Teleperformance Protect
- ✓ Teleperformance Sentinel
- ✓ Teleperformance Client
- ✓ Teleperformance Reports

Competitive Differentiation

In recruiting, hiring, and training the aforementioned multilingual teams in Europe, TP Portugal holds a distinct competitive advantage: The Teleperformance (TP) Cloud Campus. TP Portugal holds the distinction of being the pioneer subsidiary in the creation, development, and implementation of the TP Cloud Campus business model.

How does it work? Home-based interaction experts can work from anywhere in the world while remaining connected virtually to their Teleperformance team through one of its Cloud Campus Hubs. These centralized command centers keep remote agents connected and engaged while providing an opportunity for clients to interact with a dispersed workforce. Teleperformance's Cloud Campus has the same high level of technological security as brick-and-mortar sites. Competitors do not have a similar model in the market.

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Perhaps the most important "employee engagement" distinction, is that TP Portugal pays the cost of re-location, training, and apartment housing for its multi-lingual agents. This includes subsidized meals, social, sports and cultural activities; access to TP Clinic, TP e-learning courses, free local language classes; legal and administrative support (Visa applications, ID cards, etc…). No other service provider offers such a wide range and variety of employment benefits.

Executive Team Alignment

TP Portugal's executive leadership has purposely built and equipped teams to help clients deliver on the promise of digital transformation for *their* customers, including:

- Customer experience delivery at scale
- Seamless Omnichannel Integration
- Multilingual CX management
- Highly engaged workforce
- Diversity of thought and strong cultures
- Strong security, people & process standards

Customer Service Experience

TP Portugal is the pioneer in the development of multilingual hubs. These hubs route native language speakers and teams to specific customer needs by country, culture, and language. The benefits that accrue to the customer service experience, from deploying native speakers include:

- Improving brand image awareness as consumers affinity with the brand

- Driving more efficient and accurate communication between the agent and customer

- Increasing productivity with reduced average handle time

- Reducing overall error rates and client miscommunication

The illustration below shows the variety of TP Portugal sites and workstations located in Lisbon and Porto to support the service experience for European consumers:

TP Portugal offers its European clients, along with their end-customers, a combined "high-tech, high-touch" approach with the Lean Six Sigma discipline. TP Portugal also utilizes its Ci2 operational framework as part of a daily routine to bring continuous improvement to service delivery, collecting insights, comments and innovative ideas from both customers and agents.

Brand Equity

Frost & Sullivan research shows that clients, more than any other time, are looking for enduring partnerships with their outsourcing providers. TP Portugal has done an excellent job in building lasting relationships with clients that accelerates the growth of their companies and the strength of their brands, while ensuring that commerce and technology advance to benefit economies worldwide.

TP Portugal serves a wide diversity of industries and boasts one of the largest and most diversified client bases in the business process outsourcing (BPO) industry. TP Portugal services the following verticals:

- Insurance

- Financial Services

- Travel & Tourism

- Energy & Utilities

- Social Media & Internet Services

TP Portugal has built a large portfolio of marquee clients that are the bedrock of a strong, long-standing, and loyal client base.

Conclusion

For its strong overall performance, strategy execution and market differentiators, Teleperformance Portugal is recognized with Frost & Sullivan's 2023 European Competitive Strategy Leadership Award in the customer care outsourcing industry.

What You Need to Know about the Competitive Strategy Leadership Recognition

Frost & Sullivan's Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

Best Practices Award Analysis

For the Competitive Strategy Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Strategy Innovation

Strategy Effectiveness: Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

Strategy Execution: Company strategy utilizes Best Practices to support consistent and efficient processes

Competitive Differentiation: Solutions or products articulate and display unique competitive advantages

Executive Team Alignment: Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

Stakeholder Integration: Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

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™.

Learn more.

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)**