Teleperformance

2025 MARKET LEADER

Building Customer Loyalty and Retention

RECOGNIZED FOR BEST PRACTICES IN THE MALAYSIAN CUSTOMER EXPERIENCE MANAGEMENT SERVICES INDUSTRY

FROST & SULLIVAN

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 Malaysian CXM services space.



Meteoric Rise in Malaysia: From Humble Beginnings to Multilingual Powerhouse

Teleperformance embarked on its journey in Malaysia in 2017 with a humble beginning: supporting a European gaming company from scratch and setting up a single site in Penang. Recognizing the strategic advantages within Malaysia, Teleperformance quickly capitalized on the nation's expat-friendly policies, thriving economy, and stable government. Since then, the company has rapidly scaled its operations, grown headcounts, and diversified its client base at an astounding pace, emerging as a cornerstone of the group's global operations and strategically positioned to meet the changing requirements of regional and global clients. Today, Teleperformance has three sites in Penang and two in Kuala Lumpur (after strategic acquisition of Majorel), boasting a diverse workforce representing a rich mix of cultures and backgrounds. This multilingual hub has become a key differentiator for the company, with its team providing services in more than 25 languages and dialects. This linguistic depth ensures Teleperformance can deliver personalized solutions tailored to the diverse needs of its global clients. The company's growth in the country hinges on its strategic focus on building a robust client base. From Malaysia, Teleperformance serves an impressive roster of prestigious global brands from automotive; banking, financial services, and insurance (BFSI);

> *"Teleperformance Malaysia's success is built on a dual focus on operational scalability and human-centric service. Today, it is a strategic hub for its marquee clients needing to expand their CX across borders with multilingual assistance."*
>
> ***- Krishna Baidya,***
> ***Sr. Director, ICT Practice***

eCommerce; fintech; gaming; media and entertainment; social media; technology and consumer electronics; and travel and hospitality sectors. Such a diversified portfolio demonstrates the company's adaptability and ability to deliver bespoke solutions addressing each client's unique needs.

As the only business process outsourcing (BPO) provider in Penang, Teleperformance Malaysia has capitalized on its first-mover advantage, building a reputation for excellence in delivering tailored customer experience (CX) solutions. Beginning with its CX strategy and management expertise, Teleperformance offers a comprehensive suite of services focused on enhancing CX. The company excels in crafting customer journey designs aimed at optimizing interactions and fostering engagement, leveraging a wide spectrum of capabilities, from market intelligence and industry research to insightful analysis of the voice of the customer. Moreover, Teleperformance's full-service outsourcing includes comprehensive customer care, technical support, B2B sales, and back-office services. The company prioritizes trust and safety across all operations, ensuring client satisfaction and security. Its digital transformation strategy is centered on enhancing interactions, knowledge management, and workflow automation.

Teleperformance Malaysia's success is built on a dual focus on operational scalability and human-centric service. Today, it is a strategic hub for its marquee clients needing to expand their CX across borders with multilingual assistance. Eventually, the company has set an ambitious goal to expand its workforce by 2027, aiming for a 40%+ increase compared to its 2024 headcount. This strategic initiative reflects the company's confidence in meeting the growing demand for high-quality customer experience solutions in the region. Such a goal reflects the company's confidence in being able to capitalize on the growing demand for high-quality CX solutions in the region. While Teleperformance consolidates its position as the market leader in Malaysia, its success story illustrates the strength of strategic vision, operational excellence, and the constant pursuit of innovation and client-centricity. Frost & Sullivan believes the company is well positioned with a solid foundation and ambitious expansion plans to drive growth and steer ahead of the competition.

Moreover, Teleperformance Malaysia's strategic focus on employee development and retention has been a key contributor to its growth. Its annual recognition program, the Circle of Excellence, honors top performers with exclusive benefits, specialized training, and valuable networking opportunities with leadership and stakeholders. JUMP, Teleperformance's internal promotion program, identifies and nurtures potential leaders within the organization, facilitating their career growth and advancement. In 2023, the company launched the Management Development Program Spartan (MDP Spartan), a highly selective leadership development initiative. This has equipped the company's middle managers with the skills and expertise needed to drive continuous improvement and support the organization's ambitious expansion plans. The company annually celebrates excellence through the Teleperformance Global Learning & Development Awards, where Teleperformance Malaysia's entry, "TP Malaysia Building Values & Integrity in the Workplace," secured the prestigious TP Catalyst of the Year award, underscoring its dedication to fostering integrity and core values.

Harnessing Innovation: Enhancing Value with Cutting-edge Technology

Teleperformance Malaysia's offerings combine cutting-edge AI technologies with deeply embedded emotional intelligence strategies. The company's GenAI platform plays a pivotal role in this innovation,

integrating advanced tools like Large Language Models (LLMs), Machine Learning (ML) and Natural Language Processing (NLP) to empower brands with seamless, modular AI-driven solutions. These capabilities, including real-time sentiment analysis and predictive analytics, allow brands to better understand customer behaviors, anticipate needs and deliver tailored, empathetic responses. A significant portion of Teleperformance's 300+ global AI initiatives are implemented in Malaysia, underscoring its strategic importance as a hub for innovation. This approach not only enhances workflows but also ensures customer interactions align with the company's human-centric service excellence, blending technological precision with emotional engagement.

The company deploys generative AI for interaction analytics and adaptive training systems, enabling a nuanced understanding of customer behaviors and needs. This approach streamlines workflows and ensures that customer interactions are not only efficient but also imbued with empathy, aligning technological advancements with human-centric service excellence. By delivering actionable insights across the customer journey and empowering brands to proactively manage CX, Teleperformance continues to set benchmarks in delivering high-quality CX, making it a trusted partner for businesses aiming to elevate customer satisfaction.

At the core of Teleperformance's high-performance delivery is technology coupled with human intelligence, ensuring optimal efficiency and empathy during every customer interaction. Teleperformance utilizes its proprietary operating systems, such as TP Operating Systems (TOPS), to standardize processes across geographies while allowing local market customization. This ensures that performance metrics—including response times, resolution rates and customer satisfaction scores—are consistently high, regardless of client or industry. This operational consistency allows clients to rely on Teleperformance to manage critical customer interactions, knowing that service levels will remain uninterrupted and high-quality across the customer lifecycle.

A prime example of Teleperformance's innovative use of advanced technology such as generative AI (GenAI), automation and analytics, virtual reality (VR) training and AI-powered translation services across multiple service lines, enhancing customer and employee experiences and driving operational efficiencies to achieve scalable growth. For instance, it has implemented AI-powered interaction analytics, delivering real-time sentiment analysis and customer insights. This enables Teleperformance's clients to realize their customers' behaviors and preferences better, allowing them to proactively address issues and refine their service strategies. For a global fast-moving consumer goods (FMCG) client, using GenAI has automated the detection of customer sentiments, leading to significant improvements in customer retention and operational efficiency. This integration of advanced analytics tools has become vital to how Teleperformance Malaysia maximizes client value.

By seamlessly embedding AI in core workflows and automating repetitive administrative tasks such as call summarization, notetaking and routine query handling, Teleperformance Malaysia ensures operational efficiency while freeing agents to focus on more complex customer interactions. This synergy allows them to harness the full potential of their team, integrating emotional intelligence to address customer concerns effectively. This balance of high-tech tools and high-touch approaches underpins the company's mission to enhance customer experiences and deliver exceptional outcomes for clients.

Powered by analytics and GenAI, Teleperformance tools optimize customer interactions and seamlessly integrate adaptive solutions into its service delivery framework. For instance, TP Simulation creates virtual training environments that mirror real-world scenarios, improving team performance and reducing onboarding duration. Meanwhile, Centrical facilitates personalized performance management and gamification across different tiers.

Teleperformance Malaysia's forward-thinking approach is further evidenced by its immersive training programs, which incorporate VR technology to simulate real-world customer interactions. For high-end clients (leading regional airlines), this VR-based training allows team members to fully immerse themselves in the customer journey, experiencing the environments and challenges that their customers face. This technology-driven training sharpens the team's ability to deliver exceptional service, significantly reduces onboarding times, and enhances employee engagement.

Another notable aspect of Teleperformance's technological innovation is its commitment to supporting remote work through its Cloud Campus model. The company has created a flexible, work-from-home infrastructure by establishing secure cloud-based platforms, allowing continuous, scalable service delivery without compromising security or performance. This model has proven particularly effective in East Malaysia, where Teleperformance can now attract top-tier talent and provide uninterrupted service for clients, even in volatile market conditions that may force operational disruption.

Excellence in Customer Centricity Delivering Lasting Business Impacts

Teleperformance Malaysia firmly demonstrates its ability to make a tangible impact on its clients' customer experience across the entire purchase, ownership, and service journey in multifaceted ways. At the forefront of Teleperformance Malaysia's customer impact is its deep understanding of its diverse client base's unique needs and pain points. The company's arsenal includes internally developed tools like TP Simulation and Centrical, along with solutions from technology partners. Together, these resources augment the company's ability to deliver exceptional CX while considering cost-effectiveness, geographical nuances, and workflow complexities. Through collaborative partnerships, it has gained invaluable insights into the CX challenges its clients face, allowing it to offer tailored solutions. Teleperformance's operational structure aligns teams under a unified umbrella, mirroring the organizational setup of its clients. This commitment to "One TP for One Client" underscores Teleperformance's dedication to fostering personalized and mutually beneficial partnerships.

Teleperformance Malaysia's work with a regional airline, a global brand renowned for its premium CX, validated this customer-centric approach. Realizing that the airline needed to consolidate its disparate contact center operations across several countries, Teleperformance recommended a new multilingual hub in Penang. This strategic move streamlined the client's operations and allowed Teleperformance to exploit its linguistic diversity and technological capabilities to enhance customer journeys. Its use of VR to immerse agents in the airlines' business class travel experience is a prime example of how it's blending technology and human expertise to transform CX for its clients. This innovative training approach has equipped Teleperformance's team with a deeper understanding of its clients' products and services, allowing them to engage with them in a more empathetic and knowledgeable manner.

© Frost & Sullivan 2025

Deepening into the CX, Teleperformance Malaysia has gone to great lengths to understand the nuances of its clients' industries and end-customer requirements. This deep dive has enabled the company to develop innovative solutions beyond traditional BPO services, such as integrating front-end marketing and sales support for a world-leading client in the cosmetics industry.

Teleperformance Malaysia leverages advanced AI-powered real-time translation tools to deliver seamless multilingual support, bridging language barriers while ensuring cultural sensitivity in customer interactions. Through modular microservices, these capabilities integrate effortlessly with client systems, accelerating deployment timelines and improving adaptability. This innovation enables Teleperformance to enhance communication and foster stronger client-customer connections, setting a benchmark for excellence in multilingual CX delivery.

"Teleperformance's customer engagement approach centers around the transformative TAP framework, a blend of Technology, Analytics, and Process excellence strategies tailored to drive client success. This proprietary methodology serves as the backbone of the company's digital transformation initiatives, facilitating seamless journeys for all its clients."

- Krishna Baidya,
Sr. Director, ICT Practice

Teleperformance's customer engagement approach centers around the transformative TAP framework, a blend of Technology, Analytics, and Process excellence strategies tailored to drive client success. This proprietary methodology serves as the backbone of the company's digital transformation initiatives, facilitating seamless journeys for all its clients. Its TAP tools and Lean Six Sigma methodology drive substantial transformations and facilitate data-driven decision-making. Furthermore, the company's proficiency in CXM allows it to gauge customer satisfaction (CSAT) improvements at a granular level and leverage AI to personalize touchpoints. Through comprehensive customer retention strategies, which encompass monitoring various channels, including social media, the company fosters loyalty and encourages repeat purchases, underlining the fundamental value of CXM within Teleperformance.

Teleperformance's customer-centric approach seamlessly integrates Emotional Intelligence (EI) and Artificial Intelligence (AI) to achieve operational excellence and personalized engagement. Through EI@TP, the team instills key principles such as empathy, self-awareness and social skills into every interaction, ensuring services remain human-focused and impactful. Complementing this High-Touch strategy, advanced AI tools like TP GEN AI, TP Power Steering and TP AI Nesting streamline routine tasks, enhance accuracy and empower customer experts to address complex, emotion-driven interactions. With over 1,300 leaders trained in EI and AI fundamentals, Teleperformance sets the standard for culturally sensitive and innovative CX solutions that remain agile and responsive to evolving client needs.

To address the rapidly evolving demands of today's digital era, Teleperformance launched the TP Business Insights Lab. This initiative leverages cutting-edge AI and analytics to deliver actionable insights, enabling clients to anticipate customer needs and adapt strategies proactively. By analysing customer interaction channels, the lab uncovers emerging patterns and trends, such as preferred communication methods, chatbot acceptance and satisfaction with AI tools like TP GenAI. These insights serve as critical inputs for Quarterly or Annual Business Reviews (QBRs/ABRs) and strategic discussions, empowering clients to make

data-driven decisions that elevate customer satisfaction and loyalty. The integration of advanced analytics with deep customer insights further cements Teleperformance's leadership in CX innovation, making it a trusted partner in shaping exceptional customer journeys.

Teleperformance annually administers a comprehensive global CSAT survey, empowering operational leaders to derive transparent and detailed action plans from the invaluable feedback garnered. The survey delves into various client experience dimensions, including innovation, corporate ethos, workflow efficiency, and technical assistance. This feedback plays a pivotal role in converting challenges into competitive edges, facilitating clients in enhancing their customer journey and achieving remarkable outcomes.

> *"The team demonstrates remarkable responsiveness and expertise in their domain. Their collaborative approach makes working together effortless." - A banking client*
>
> *"I'm thoroughly pleased with the seamless implementation of our new operations with the TP Team! Despite tight deadlines, the team delivered an exceptional outcome!" - An automotive client*

Unwavering Trust: Building Loyalty Through Empathy, Innovation, and Excellence

Teleperformance Malaysia is a highly respected and trusted brand recognized for its fineness in operational excellence and commitment to delivering superior CX and employee experience (EX). The company has built a solid reputation for offering quality, multilingual customer service across the Asia-Pacific, with over 35 marquee clients in industries such as eCommerce, travel, technology, and BFSI. The strong brand affinity is evidenced by Teleperformance's ability to retain long-term partnerships with key clients, including notable global brands. A European gaming company, the anchor client in Malaysia, is an excellent example of a loyal client with expanded lines of services. This high retention rate demonstrates the trust and loyalty Teleperformance enjoys within the industry.

Teleperformance's continuous strategic investment in employee development and emotional intelligence is one of the key factors contributing to the company's brand strength in the country. Certified as a "Great Place to Work" for four consecutive years, Teleperformance Malaysia reflects how the company consistently prioritizes employee satisfaction, creating a workplace that fosters engagement and productivity and, ultimately, empowers the delivery of superior customer service. This people-centric approach has paid off with high brand loyalty given that customers see an immediate relationship between employee satisfaction and CX.

Teleperformance Malaysia boasts several key accreditations which contribute to its growth and reputation. The company has attained PCI DSS (Payment Card Industry Data Security Standard) certification for the secure storage and handling of payment card data, building trust with clients from an extensive range of industries, from eCommerce to finance. Additionally, it holds ISO 27001 (Information Security Management System) certification, demonstrating robust data security practices, and ISO 27701 (Privacy Information Management System) certification for maintaining conformity with global privacy regulations. These certifications assure the clientele that Teleperformance protects sensitive data, especially in BFSI industries. The rigorous security standards related to these certifications help Teleperformance draw in and retain customers with challenging data security requirements, which drive growth.

Teleperformance Malaysia has been recognized with several prestigious awards for its commitment to excellence in customer service. These accolades include Contact Centre Awards Malaysia (CCAM) bronze in 2021, silver and gold in 2022, and four prestigious awards (1 gold, 1 silver, and 2 bronze) in 2024. Teleperformance Malaysia received the prestigious Overall Top Investor Foreign Company Award at MDX 2023 from the Malaysia Digital Economy Corporation (MDEC), symbolizing the strong support from the Malaysian government MDEC for its business growth. Most recently, Teleperformance Malaysia was honored with the Customer Experience of the Year—Outsourcing Award at the Asia Business Awards night in Singapore, reflecting the company's unwavering commitment to enhancing CX through innovation, blending AI-driven insights with emotionally intelligent strategies and delivering a truly personal touch.

Teleperformance Malaysia firmly intends to make a difference in society through its Citizen of the World (COTW) and Citizen of the Planet (COTP) initiatives that consistently yield impactful results. Noteworthy projects such as Box of Hope, Beach Clean-up, School Improvement Project, and Blood Donation Drive demonstrate its commitment to giving back to communities and the environment. Recently, the company became a sponsor of the Aspen-Klippa Penang Bridge International Marathon (PBIM), 2024. Teleperformance believes that PBIM's dedication to community, self-improvement, and teamwork aligns perfectly with the company's values and interests.

Beyond its people-first approach, Teleperformance has positioned itself as a leader in CXM innovation. By infusing advanced technologies such as GenAI into its solutions, the company has enhanced operational efficiency and built an outstanding reputation as a forward-thinking disruptor in the sector. Teleperformance's unique ability to balance human empathy and technological innovation resonates strongly with clients and positions the brand as a trusted partner driving long-term value for them.

Conclusion

Teleperformance Malaysia's incessant effort to combine cutting-edge technology such as GenAI and real-time analytics with human empathy to deliver customer-centric solutions stands out in the market. Its exemplary growth, backed by investments in multilingual abilities and employee development, confirms its commitment to operational excellence. The company's data security and privacy accreditations further boost client confidence, especially in highly regulated sectors. With an established track record of delivering outstanding CX across customer journeys, the company has positioned itself as a trusted partner that drives client satisfaction and business growth. By seamlessly integrating advanced AI-driven solutions with emotionally intelligent approaches, Teleperformance enhances its ability to adapt to client needs. Its credibility is underscored by the company's innovation, strategic vision, executional excellence and reliability.

With its strong overall performance, Teleperformance earns Frost & Sullivan's 2025 Malaysian Market Leadership Award in the CXM services industry.

© Frost & Sullivan 2025

What You Need to Know about the Market Leadership Recognition

Frost & Sullivan's Market Leadership Award recognizes the company that achieved the greatest market share resulting from outstanding performance, products, and services.

Best Practices Award Analysis

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

Growth Strategy Excellence: Company demonstrates an ability to consistently identify, prioritize, and pursue emerging growth opportunities

Implementation Excellence: Company processes support efficient and consistent implementation of tactics designed to support the strategy

Brand Strength: Company is respected, recognized, and remembered

Product Quality: Products or services receive high marks for performance, functionality, and reliability at every stage of the life cycle

Product Differentiation: Products or services carve out a market niche based on price, quality, or uniqueness (or some combination of the three) that other companies cannot easily replicate

Technology Leverage: Company is committed to incorporating leading-edge technologies into product offerings to enhance product performance and value

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 are proud to 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 of high quality

© Frost & Sullivan 2025

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.

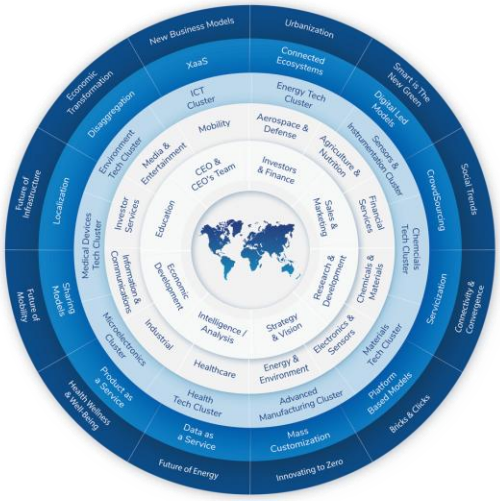


Key Impacts:

- **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)