

2025 TECHNOLOGY INNOVATION LEADER

Enhancing Customer Impact Through Powerful Technology Integration

RECOGNIZED FOR BEST PRACTICES IN THE GLOBAL BPO AI INDUSTRY

FROST & SULLIVAN

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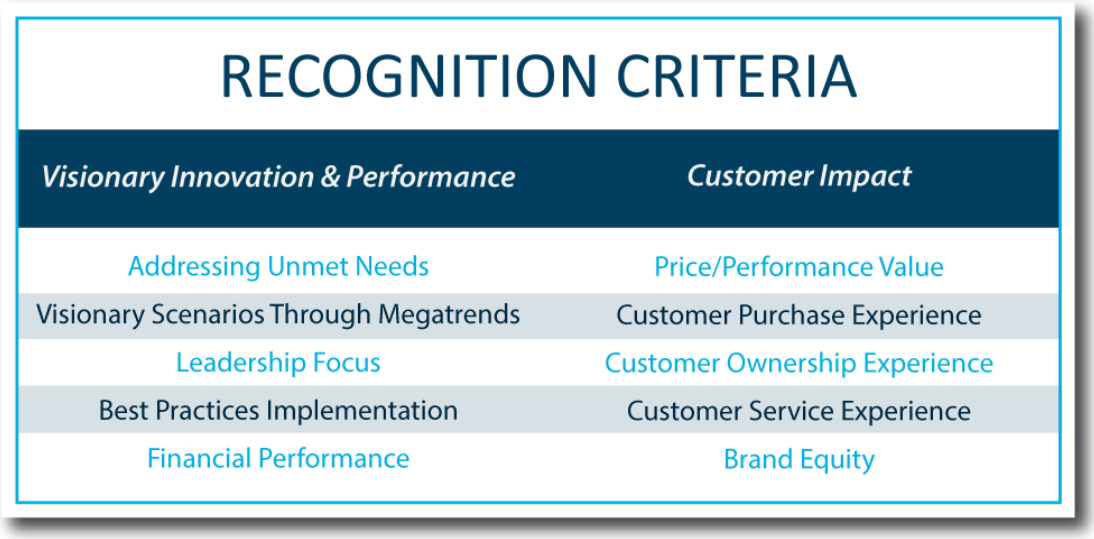
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Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. TP excels in many of the criteria in the BPO AI space.



Top Transformations Impacting Growth in Global Outsourcing Industry

Frost & Sullivan continues to track the highly competitive global business process outsourcing (BPO) market against the backdrop of an ever-changing, digital transformation landscape. Outsourcers are trying to adapt to this shifting digital setting to address an array of new challenges, improve the customer experience (CX) and employee experience (EX), and drive revenues and customer loyalty. High-level outsourcing industry pain points identified by Frost & Sullivan include:

- Improving revenues along with CX and EX
- Investing in future-proof, AI-enabled contact center technology
- Transforming distinct and global company cultures into a competitive advantage for clients
- Protecting client information and meeting international privacy/compliance regulations
- Developing new revenue streams outside of agent-focused interactions

This Technology Innovation Award (TIL) is in recognition of TP's development of TP.ai, an AI-powered operating system, TP transitions from traditional workflows to intelligent orchestration—classifying, routing, and resolving interactions in real time. TP.ai is designed to manage the entire flow of work, from intake to resolution, across AI agents, human Experts, and enabling tools – adapting continuously to maximize both efficiency and client value. TP has coined the term "human Experts" in reference to front-line contact center agents. The term is fitting and dignified.

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Commitment to Innovation

TP demonstrates a deep commitment to innovation by continuously adopting and creating emerging technologies that redefine service delivery, sales outcomes, back-office functions and enhance service and solution performance. Key pillars and operating values of TP's innovation strategy include:

Human-AI Collaboration. TP reimagines roles, using GenAI and agentic systems to automate and accelerate routine tasks while empowering humans to train, supervise, and enhance AI performance—creating a synergistic model of AI + Emotional Intelligence (EI).

Explainability and Trust. TP prioritizes transparency and accountability in AI deployment, refusing to implement systems that cannot be explained. Human-in-the-loop processes ensure AI is supervised, audited, and continuously improved.

Embedded Quality and Learning. TP's legendary quality is engineered into the system itself. Human feedback, quality assurance (QA) inputs, and escalation data are transformed into training loops that refine AI models and operational logic.

Scalable Innovation. TP.ai enables deep analytics to establish baselines, predictive simulation and real-time performance optimization, allowing TP to scale AI responsibly while maintaining control, consistency, and customer-centric outcomes.

By way of the cultural values, processes, and unique initiatives, TP not only enhances product performance but also sets a new standard for responsible, human-centered AI innovation.

Human Capital

TP's culture is deeply rooted in the belief that human expertise is not just preserved but elevated through technology, referred to as "High Tech, High Touch". With the TP.ai system, human Experts are no longer seen as fallback resources but as strategic contributors whose time and talent are orchestrated with precision. Their roles are redefined to focus on high-impact tasks such as resolving complex interactions, training AI models, and shaping orchestration logic.

Rather than measuring performance through traditional metrics alone, TP evaluates Experts based on their multidimensional impact—how effectively they resolve issues, enrich AI understanding, and influence future customer experiences. Every interaction becomes a learning opportunity, feeding supervised training cycles and system improvements. TP.ai also supports employee well-being and retention by intelligently rotating tasks to maintain engagement, prevent burnout, and deliver micro-learning in real time. This adaptive approach ensures that Experts remain sharp, valued, and empowered, reinforcing a culture where innovation and human contribution go hand in hand. In this model, technology doesn't replace people—it amplifies their value, making human capital a cornerstone of TP's innovation and operational excellence.

Commitment to Creativity

TP exemplifies creative leadership by leveraging advanced technologies to reimagine the boundaries of form and function in service delivery. Through the development of **TP.ai**, TP transforms traditional operations into a dynamic orchestration system that adapts in real time to customer needs, emotional

context, and operational complexity. Key elements of TP's creative approach include:

Redefining Workflows: TP.ai replaces static organizational structures with intelligent, intent-driven routing that evaluates each interaction's emotional weight and complexity—pushing the limits of how work is classified, resolved, and improved.

Human + AI Performance System: TP's philosophy of AI + EI (Emotional Intelligence) introduces a novel model where humans and AI co-evolve. Humans are not just operators but trainers, supervisors, and co-creators of AI, enabling a new form of creative problem-solving and system intelligence.

Live Simulation & Strategic Insight: TP.ai's embedded intelligence allows for real-time simulation of operational changes, enabling creative experimentation with workflows, resource allocation, and automation strategies to optimize outcomes.

White Space Innovation: By refusing to blindly adopt AI and instead designing systems with explainability, fallback mechanisms, and human oversight, TP opens new frontiers in responsible, scalable, and emotionally intelligent service delivery.

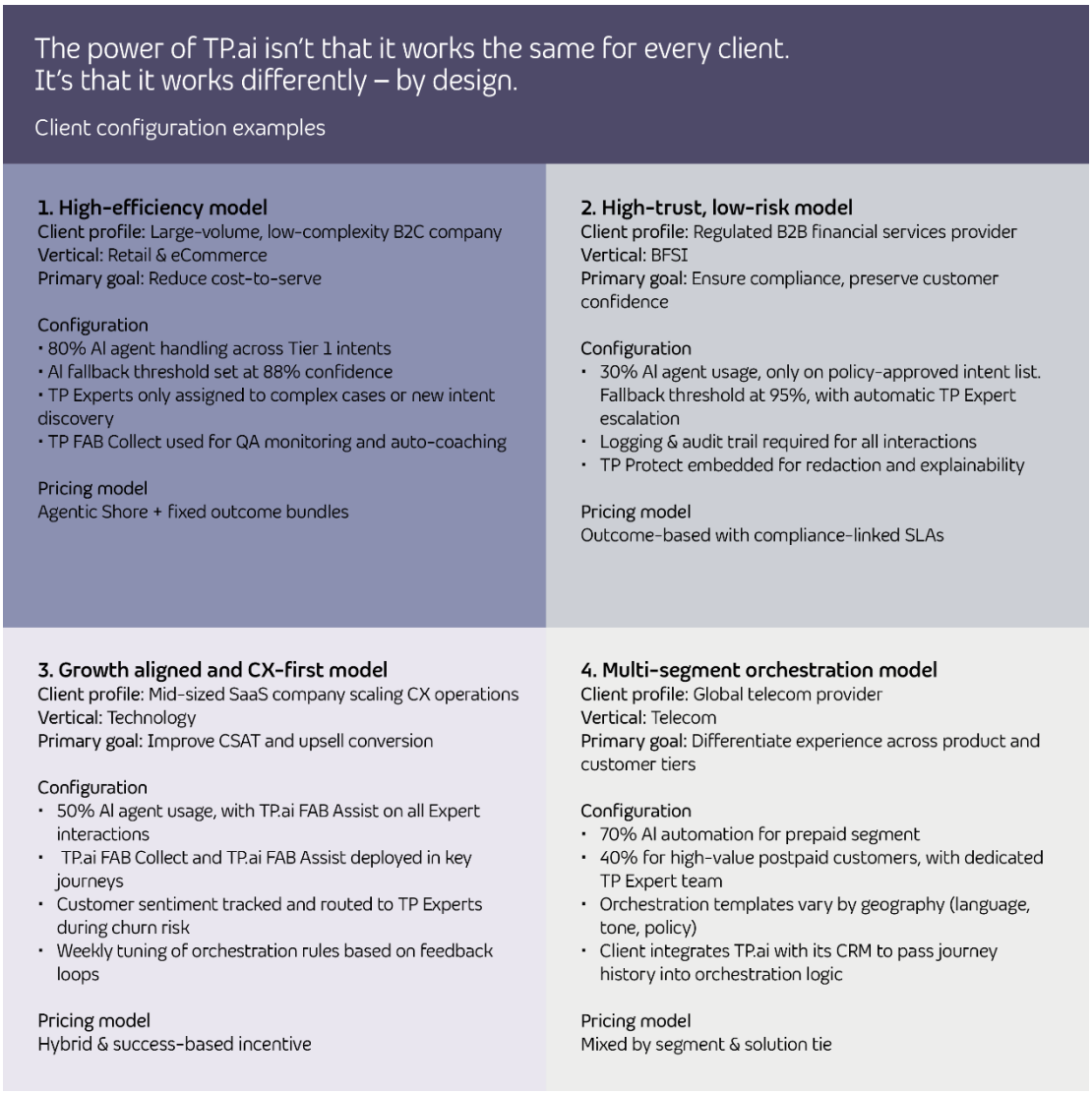
Customer Acquisition

TP's approach to customer acquisition is rooted in transparency, personalization, and shared control. Through TP.ai, the company transforms service delivery into a collaborative system where clients actively shape how work is routed, resolved, and optimized. This shift from passive service consumption to active orchestration builds trust and deepens engagement from the outset. Clients gain real-time visibility into operational logic and can tailor the platform to meet their specific goals — whether it's reducing churn, improving sales conversion, or enhancing customer satisfaction scores. TP.ai enables simulation of operational changes, allowing clients to forecast outcomes and make data-driven decisions that support acquisition and retention strategies.

The TP.ai platform's flexibility ensures it can serve a wide range of client profiles, from high-automation disruptors to CX-focused incumbents, across geographies and industries. Personalized orchestration templates and outcome-based pricing models further align TP's services with client value creation, making onboarding seamless and agent retention more sustainable. Ultimately, TP.ai doesn't just support customer-facing processes—it redefines them, turning every interaction into a moment of intentionality that strengthens loyalty and drives growth.

Exhibit 1.0 below shows TP.ai's client configuration examples.

Exhibit 1.0



Source: TP and Frost & Sullivan analysis

With TP.ai in place, TP builds systems that don't just resolve customer problems - they deliver reliability at an emotional level. The platform can provide fast answers without rushing the customer; making human presence more meaningful by stripping away mundane tasks. The platform learns from every interaction - what works, what doesn't, and how to improve without being asked.

Application Diversity

TP demonstrates exceptional application diversity through its development of TP.ai, Key aspects of TP's expansive application diversity include:

Multi-Dimensional Optimization. TP.ai models operations across four key dimensions—cost, performance, risk, and capacity—enabling tailored solutions for varied business needs and environments.

Cross-Client and Cross-Use Case Adaptability. The system supports performance comparisons across different clients, geographies, and use cases, allowing TP to identify strategic value and optimize delivery across diverse contexts.

Strategic Orchestration. TP.ai adapts routing logic based on client priorities—whether it's reducing churn, cutting costs, or increasing revenues—making it a strategic lever rather than a static workflow engine.

Customizable Templates. TP.ai is not a one-size-fits-all solution. It offers personalized orchestration based on client profiles, regulatory requirements, and customer experience philosophies. This includes automation-heavy flows, Expert-first handling, and compliance-driven human-in-the-loop configurations.

From disruptors to long-term incumbents, TP.ai serves a broad spectrum of clients across verticals and varying business functions. This includes regulated industries, CX-focused enterprises, and cost-sensitive operations - all through a single, adaptive platform.

Growth Potential

TP's growth is driven by a deep commitment to customer-centric innovation, operational excellence, and scalable technology. At the heart of this growth strategy is **TP.ai**, a transformative orchestration platform designed to enhance the three outcomes that customers care about most**:** time, money, and the experience.

TP.ai accelerates service delivery by minimizing wait times and eliminating repetitive interactions. It ensures customers receive fast, context-aware support, whether from virtual AI agents or human Experts, creating a seamless and respectful experience across channels. Financial accuracy and fairness are prioritized, with intelligent routing and fallback mechanisms that reduce errors and preserve trust. The platform also enhances emotional engagement by tuning interaction tone and cadence, allowing Experts to focus on empathy and decision-making.

This customer-first approach strengthens loyalty and brand perception, laying the foundation for sustainable growth. TP's ability to operate TP.ai at global scale—across billions of customer interactions, in over 100 countries, and more than 300 languages, gives it a unique edge. Unlike competitors who simulate orchestration in labs, TP delivers real-time, production-level AI-human collaboration, backed by structured data and continuous learning.

TP's growth is further amplified by its operational agility. Proven orchestration models are scaled across clients, sectors, and geographies, turning successful outcomes into repeatable strategies. Strategic partnerships and integrated tools like TP Interact and Power Steering accelerate innovation and ensure TP.ai is not just a platform, but a performance engine.

By aligning delivery with customer outcomes and embedding improvement into every interaction, TP transforms service into a strategic growth lever—driving efficiency, trust, and long-term value.

Conclusion

TP.ai isn't just a platform. It redefines how the company partners with its clients. TP doesn't simply deliver services – it monitors what matters to the client, tunes the platform accordingly, and brings actionable insight that supports business performance.

The TP.ai platform is powered by expert TP professionals in nearly 100 countries, serving more than 170 markets in more than 300 languages and dialects. Its ability to orchestrate emotional intelligence (EI) and AI technology is transforming customer experiences with empathy, augmentation and automation. With its strong overall performance, technical innovation and promising growth potential, TP earns Frost & Sullivan's 2025 Technology Innovation Leadership (TIL) recognition.

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What You Need to Know about the Technology Innovation Leadership Recognition

Frost & Sullivan's Technology Innovation Leadership Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Technology Innovation Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Business Impact

Financial Performance: Strong overall business performance is achieved in terms of revenue, 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: Leveraging innovative technology characterizes the company culture, which enhances employee morale and retention

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

		VALUE IMPACT	
STEP		WHAT	WHY
1	**Opportunity Universe**	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	**Transformational Model**	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	**Ecosystem**	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	**Growth Generator**	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	**Growth Opportunities**	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	**Frost Radar**	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	**Best Practices**	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	**Companies to Action**	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

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 Generator™

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:

- Megatrend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

