

TELEPERFORMANCE RECEIVES THE 2023 COMPETITIVE STRATEGY LEADERSHIP AWARD

*Identified as best in class in the global BPO
outsourcing competitive 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 BPO outsourcing space.

AWARD CRITERIA	
<i>Strategy Innovation</i>	<i>Customer Impact</i>
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

Frost & Sullivan continues to track the highly competitive global contact center outsourcing market against the backdrop of an ever-changing, digital transformation landscape. Customer care outsourcers are trying to adapt to this shifting digital setting to address an array of new challenges, improve the customer experience, and ensure customer loyalty.

Ongoing industry challenges identified by Frost & Sullivan include:

- ✓ Improving customer experience (CX), as the top business goal and priority
- ✓ Expanding the global Work-at-Home (WAHA) Footprint
- ✓ Remote employee deployment and training
- ✓ Finding the best investments in contact center technology
- ✓ Transforming distinct company cultures into a competitive advantage
- ✓ Protecting client information and meeting privacy/compliance regulations
- ✓ Ensuring on-site security and employee health/safety

Customer Service Experience

State-of-the-art Contact Center Measurements and Applications

Teleperformance has designed and built a daily performance management process, called Teleperformance Operational Processes & Standards (TOPS). It is a step-by-step methodical structure based on the best practices of programs across the globe. Teleperformance utilizes a state-of-the-art suite of information technology systems, contact center applications and advanced agent monitoring tools. They are designed to facilitate and enhance the interactions between agents and customers. Teleperformance clients, who monitor company performance, are provided with 24x7 access to the following proprietary Teleperformance systems in real-time:

- ✓ Teleperformance Protect
- ✓ Teleperformance Sentinel
- ✓ Teleperformance Client
- ✓ Teleperformance CCM
- ✓ Teleperformance Reports

Strategy Execution

Teleperformance continues to set the industry standard for global regulatory compliance, security and privacy by way of its proprietary protocols and processes. The company has built an extremely strong internal framework to proactively identify and mitigate data breaches, and combat agent fraud.

The framework consists of :

- Highly trained, certified security professionals
- Advanced, proprietary security echnology
- Well-defined global privacy and security standards
- Consistent and regular employee education and awareness campaigns

Teleperformance's business strategy effectively balances short-term performance and critical client needs, along with long-term aspirations and vision for the company.

Brand Equity

High Brand Loyalty and Client Customer Satisfaction

Frost & Sullivan research shows that clients are increasingly looking for enduring partnerships with their outsourcing providers. Frost & Sullivan believes that Teleperformance has done an excellent job in 2022 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.

“Teleperformance is the most recognized customer care organization in the industry, by Frost & Sullivan, for its best practices, innovation and advancements in security practices and certifications.”

**- Michael DeSalles,
Principal Analyst, CX**

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

- Healthcare
- Telecommunications, Media, and Technology
- Insurance
- Banking and Financial Services
- Travel, Logistics, and Hospitality
- Public Sector and Government
- Retail and Commerce

Teleperformance has, over the past two decades, built a large portfolio of marquee clients that are the bedrock of a strong, long-standing and loyal client base. The average tenure of client relationships (Top 50) is 15+ years.

Competitive Differentiation

Frost & Sullivan points out that unlike Teleperformance, other competitors in the industry generally manage security within their IT departments. Teleperformance is certainly unique among service

“Teleperformance is one of a small number of companies that has received Binding Corporate Rules (BCR) approval from the European Union (EU) as both a data controller and a data processor.”

***- Michael DeSalles,
Principal Analyst, CX***

providers in the way that it operates a dedicated security organization and professional practice. It is important to note that the Teleperformance security organization operates autonomously from the IT division, with Jeff Schilling, Global Chief Information Security Officer (GCSISO), leading this mission-critical Compliance, Security and Privacy (CSP) team. The CSP security analysts are industry-certified, ensuring that they are information security experts.

Certification titles include:

- Certified Information Systems Security Professional (CISSP)
- Certified Fraud Examiner (CFM)
- Certified Information Systems Auditor (CISA)
- ISO Certified Lead Auditor
- Project Management Professional (PMP) Manager

Frost & Sullivan notes that other competing service providers do not employ a large contingent of certified security personnel, and TP CSP team members are distributed across three major geographic regions.

An Industry First: Teleperformance Cloud Campus

Work-at-Home solutions continue to be in high demand. Teleperformance Cloud Campus is a clear differentiator in the market. Frost & Sullivan believes that it may be the most efficient and effective model for hiring, training, and managing *remote* teams while ensuring exceptional, consistent customer experience.

Through this solution, home-based agents and subject matter experts can work from anywhere in the world. They connect virtually to their Teleperformance teams 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 a physical brick-and-mortar contact center site. Competitors do not have a similar virtual model in the market today.

Strategy Effectiveness

Teleperformance's security mantra is, "PROACTIVE – DETECTION – MITIGATION."

Just a few of the company's operating pillars for the Security Practice include:

- Client Security Reviews
- Risk Assessment and Response
- Global Security Operation Center (GSOC)
- Global Compliance and Security Council
- Global Privacy and Compliance Office
- Global Technology Privacy and Security Committee

Teleperformance continues to make significant financial investments in its global, compliance, privacy and security organization. Teleperformance holds the global security leadership position in the industry.

Executive Team Alignment

Teleperformance's (TP)executive listing below demonstrates the breadth and depth of executive leadership within the security structure within the company. It is important to note the titles and levels of responsibility:

- Deputy Chief Compliance Officer and Chief Privacy
- SVP and Global Chief Information Security Officer
- SVP and Chief Risk Officer
- SVP of Privacy and Data Protection Officer
- SVP Global Incidence Response
- VP Global Audit and Due Diligence

In building the security realm, Teleperformance has also created a world-class, C-level Global Compliance and Security Council. The council's mission is to discuss, track and evaluate Global Essential Compliance and Security Policies (GECSP) and procedures. It is the governing body for TP's Global Fraud Prevention program. New threats within the market are reviewed and evaluated by the council, and only this body may make changes to TP policies. No other rival in the BPO space operates a C-level Compliance and Security Council that is comparable to this body within the enterprise.

Conclusion

With its strong overall performance and differentiated security organization, Teleperformance earns the 2023 Frost & Sullivan Competitive Strategy Leadership Award in the global BPO 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

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- **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)**

