

TELEPERFORMANCE RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

*Identified as best in class in the global omnichannel
customer experience in the metaverse 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 omnichannel customer experience in the metaverse space.

AWARD CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

Unleashing the Metaverse Potential: How It is Reshaping Customer Experience

Frost & Sullivan defines the metaverse as an interconnected network of persistent three-dimensional (3D) worlds and simulations where end users are enabled with a sense of social presence and spatial awareness and can participate in an extensive virtual economy.¹ The metaverse is rapidly revolutionizing the way businesses operate and interact with customers. By building on the foundation of virtual worlds and immersive digital experiences, the metaverse empowers companies to deliver a superior, personalized, and engaging customer experience (CX) in ways never before possible. As physical and digital realities converge, brick-and-mortar stores, conventional sales and marketing channels, traditional operations, and business models must adjust to these evolving changes. Companies that do not adapt with agility to embrace this change will fail to differentiate their portfolios and fall behind in the race to the future’s virtual economy.

In 2022, Frost & Sullivan’s conducted an annual survey of information technology and business decision-makers regarding their views of different technologies, such as the Internet of Things, artificial intelligence (AI), and the cloud. Nearly four out of five of the contributors believe the metaverse holds some or significant business value for their organizations.² Businesses mainly use or plan to use immersive services

¹ *Global Content Monetization Opportunities for Telcos in the Metaverse* (Frost & Sullivan, April 2023)

² *Evaluating Perceptions and the Use of Immersive Technologies and the Metaverse* (Frost & Sullivan, December 2022)

“Frost & Sullivan applauds Teleperformance for its unique ability to create effective processes that enhance internal client workflows while balancing technology and human resources. Its thorough approach positions Teleperformance as a partner of choice, meeting customers’ needs and exceeding their expectations as clients value the top performance and business impact of their complete customer journey.”

- Valentina Barcia
Best Practices Research Analyst

and the metaverse to improve CX, connect with audiences, and increase their workforce's teamwork, communication, and collaboration.

The metaverse arena presents a new battleground for CX providers to position themselves as true omnichannel digital leaders. Younger generations spend more time in virtual worlds (e.g., Fortnite and Roblox) than television and streaming services. Hundreds of millions of monthly active users conduct various activities in immersive virtual worlds, like playing games, socializing, attending events, or shopping. Additionally, over two-thirds of businesses globally plan to increase their investments in these technologies over the next two years. Frost & Sullivan

estimates the metaverse will become a nearly \$750 billion market by 2030.³ Therefore, CX providers must take advantage of the technological developments shaping the evolution toward immersive experiences.

Demonstrated Leadership through Continuous Innovation

The metaverse in the CX arena is still in its early phases of adoption. Few market participants are well-positioned to capitalize on the current opportunities offered by immersive 3D worlds. Founded in 1978 and headquartered in Paris, France, Teleperformance provides digitally business services in 170 countries. As a pioneer in the space, Teleperformance serves clients and consumers in the metaverse as part of its robust omnichannel suite of services.

Before its expansion to providing services in the metaverse, Teleperformance had considerable experience in the video game industry, serving many of the world’s top video game brands. Some of these clients already offered extended reality (XR) platforms worlds. Consequently, Teleperformance gained significant knowledge over the years to serve these immersive environments, allowing it to become a front-runner in the space. Aside from its previous gaming expertise, over the past three years Teleperformance has been diligently tracking how new megatrends (e.g., artificial intelligence [AI], virtual reality [VR], XR, and augmented reality) improve customers’ CX efficiencies through its Innovation Experience Center. As a result, Teleperformance has expanded its omnichannel solution to add novel capabilities integrating the metaverse as a new channel to support and engage consumers with frictionless 3D experiences. Today, the company has dozens of projects related to the metaverse, boosting clients’ proficiency and innovation. With a strong focus on holistic engagement, Teleperformance embraces the customer journey as an end-to-end experience to create memorable and seamless CX.

Teleperformance offers the most comprehensive solution portfolio on the market, spanning robust features and capabilities. Highlights include AI-powered, machine learning, automated, and natural language processing solutions. The metaverse enables new ways for brands to engage end-users by creating an immersive CX with valuable interaction. For instance, in the travel and tourism industry,

³ *Global Content Monetization Opportunities for Telcos in the Metaverse* (Frost & Sullivan, April 2023)

Teleperformance helps clients show the hotel, surroundings, tourist places, and famous monuments through VR. Moreover, numerous enterprises operating in the gaming and retail sectors have adopted the concept of the metaverse to augment their customer engagement and present more dynamic and captivating solutions. This approach benefits clients by adding metaverse for technical support, pre-purchase experience, and billing and refund queries. Due to its innovative vision and capabilities, Teleperformance's all-in-one omnichannel solutions ensure that end-users interact with brands through their channel of preference.

Teleperformance prioritizes digital trust and safety around its metaverse solutions, offering content moderation, real-time monitoring, reporting, and resolution within a robust compliance framework. This strategy provides a competitive advantage for its banking and financial services clients, who require user identity authentication and protection management. Identity management is crucial in VR, where users assume virtual identities that may not match their actual selves or assets. Teleperformance's expert team seamlessly integrates authentication and identity management services to its clients. For example, in gaming environments, the company assists clients in creating a secure user community by moderating content to prevent tournament fraud and user profile sales.

Teleperformance also closely monitors emerging market trends and evolving customer demands, then responds with novel solutions. The company actively tests new technologies with employees and agents to assess their potential benefits for clients and ability to solve current market issues. Teleperformance envisions its solutions as a one-customer journey with a particular purpose: to improve clients' CX by adding efficient industry-specific capabilities that stand out. With this leadership focus, Frost & Sullivan expects Teleperformance to sustain its competitive edge in the omnichannel CX space.

Guaranteed Satisfaction through End-to-end Customer Service

The company's approach goes beyond its extensive expertise and best-in-class capabilities, with customer value as a strategic imperative. Through the years, Teleperformance has earned a sterling reputation supporting clients' path towards building business transformation with better CX. Unlike competitors, Teleperformance builds its solutions by collaborating closely with stakeholders and partners to evolve alongside market needs and trends.

To provide a smooth CX, Teleperformance conducts a client assessment before implementation. This assessment helps outline the appropriate product roadmap for each client, considering the maturity level of their customer journey and identifying pain points along the way. Supplying valuable information to the client, Teleperformance addresses challenges (e.g., operational inefficiencies, channel overlapping, and security breaches) before adding the metaverse as a new communication channel. After implementation, its customer success team supports clients 24/7 and performs regular client check-ins and surveys to ensure high customer satisfaction, earning an 82 Net Promoter Score.⁴

The localization services offered by Teleperformance distinguish it from its competitors. Teleperformance is a team with over 410,000 employees. LanguageLine Solutions® is a Teleperformance company that provides translation, localization, and interpretation services globally in more than 300 languages and

⁴ <https://www.teleperformance.com/media/dldbwcqc/teleperformance-stakeholder-briefing-document-key-facts-dec-2022-2-1-1.pdf>. Accessed May 2023.

“TP envisions its solutions as a one-customer journey with a particular purpose: to improve clients’ CX by adding efficient industry-specific capabilities that stand out. With this leadership focus, Frost & Sullivan expects TP to sustain its competitive edge in the omnichannel CX space.”

- Alaa Saayed
Senior Program Director

dialects. With highly trained and dedicated linguists, clients can adapt their content to a specific language and culture, reaching and serving a broader audience without compromising their product’s quality and performance. Teleperformance is one of the largest business process outsourcing companies, providing global location services and earning a 98.5% customer satisfaction rating.⁵

Frost & Sullivan applauds Teleperformance for its unique ability to create effective processes that enhance internal client workflows while balancing

technology and human resources. Its thorough approach positions Teleperformance as a partner of choice, meeting customers’ needs and exceeding their expectations as clients value the top performance and business impact of their complete customer journey.

Teleperformance: Building the Future in Today’s World

Teleperformance is at the forefront of building tomorrow’s CX in the metaverse. To strengthen its position and brand equity in the CX arena, the company held a game and esports convention in Lisbon, Portugal in May 2022, with more than 500 attendees in person and 80,000 unique streaming viewers across various channels. The convention featured several panels of experts with discussions on esports, games, metaverse, and Web 3.0. It was the stage of the official opening of Teleperformance’s first global esports arena and metaverse center of excellence. Furthermore, in March 2023, Teleperformance launched its headquarters in the metaverse platform Decentraland with a 24-hour grand opening. This new headquarters in the metaverse includes a concierge desk and meeting rooms for employees and clients. Additionally, there is a recruitment center where individuals can apply for jobs. These initiatives are a testament to the company’s efforts to build its brand by setting innovation standards while aligning with market trends.

In 2022, the company generated €8,154 million in annual revenue, a 14.6% increase from 2021.⁶ The company’s impressive growth momentum and trajectory are a testament to its customer-centric approach, revolutionary solutions, and exceptional efficiency operations, earning its clients’ trust and loyalty, and enabling it to capture market share.

⁵ <https://www.teleperformance.com/en-us/services/specialized-services/interpretation-and-translation/>. Accessed May 2023.

⁶ <https://www.teleperformance.com/media/godgx4lf/teleperformance-presentation-fy-2022-rs-vdef.pdf>. Accessed May 2023.

Conclusion

The metaverse and immersive virtual realities disrupt the traditional customer experience (CX) journey, presenting tremendous opportunities for organizations to improve client engagement and retention. Bold companies look to integrate the metaverse into their CX portfolio and need a robust and innovative partner to achieve successful business outcomes. With a forward-thinking approach to establishing seamless connections between various channels, Teleperformance includes metaverse in its omnichannel solution. The company's vast experience in the video game industry propelled its visionary digital strategy expansion to several industry verticals, including retail, travel, banking, and financial services.

Teleperformance helps brands to explore the metaverse with a strong leadership focus that incorporates client-centric strategies, leading-edge trust and safety practices, and world-class implementation at scale. Its dedicated customer success team offers comprehensive guidance and support from a holistic perspective, ensuring a thorough understanding of the customers' experience. The company remains a trusted partner, earning a reputation for providing the overall best in the CX expansion to the metaverse space.

With its strong overall performance, Teleperformance earns Frost & Sullivan's 2023 Global Company of the Year Award in the omnichannel customer experience in the metaverse industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

Visionary Scenarios Through Mega Trends:

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

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

