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**COMPETITIVE  
STRATEGY LEADER**

*Transforming Innovation Into High-Growth  
Performance and Competitiveness*

*RECOGNIZED FOR BEST PRACTICES IN THE  
GLOBAL OUTSOURCING INDUSTRY*

F R O S T & S U L L I V A N

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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 this very competitive global BPO space.

RECOGNITION 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

### The Transformation of the BPO CX 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 industry pain points identified by Frost & Sullivan include:

- Improving 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

Globally, sales organizations across vertical industries are faced with a different set of challenges in business-to-business (B2B) and business-to-consumer (B2C) revenue generation:

- Developing and executing successful sales processes
- Growing and diversifying the current sales portfolio
- Retaining key global accounts and gaining more wallet share

- Qualifying target markets and scoring prospects
- Closing sales and follow-up activities
- Recruiting, hiring, and training new sales talent
- Employing modern, AI-enabled digital sales tools

For meeting all these challenges head-on, with a focus on AI-enabled solutions, this Award recognizes TP Revenue-as-a-Service for its compelling strategy execution, customer sales experience, brand reputation, and competitive differentiation.

### Executive Team Alignment

TP has more than 47 years of experience in business sales, operates in over 300 languages, and, over the last 4 years, its executive team has developed more than 100 digital sales tools. The team recognized the opportunity to better serve existing TP clients as well as develop new prospects and revenue streams across industry verticals. TP Revenue-as-a-Service leaders have designed unique sales programs focused on various market segments with specialized go-to-market (GTM) processes and strategies. Its digital sales are focused on both B2B and B2C, while its overall goal is to deliver the right mix of high-tech and high-touch interactions for its clients. TP Revenue-as-a-Service has a centralized approach, with full global executive alignment that serves clients from sales hubs in Portugal, Spain, Colombia, Brazil, Canada, and Malaysia.

### Strategy Execution

*“TP Revenue-as-a-Service has developed its proprietary OnTarget recruiting methodology to hire the best candidates using a statistical model. This allows it to determine key candidate qualifiers and calculate sales potential for each applicant.”*

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

TP has sales experts across the globe with 360 programs for B2B and B2C sales. This includes pre-sales, online sales support, sales boosting programs, digital sales, and post-sales account management.

TP Revenue-as-a-Service combines automated lead generation, smarter execution tools, continuous learning, and motivational systems with emotional intelligence. TP’s training programs graduate sales representatives who constitute a high-performance sales engine for TP clients,

setting a new industry standard for B2B sales management.

### Strategy Effectiveness

TP has been able to successfully pivot and adapt to a shifting digital industry environment. Company leadership and strategy planners have done so by leveraging artificial intelligence (AI) to enhance global operating efficiency, addressing a variety of new challenges while improving customer care, sales, and retention.

### Utilizing an AI-powered Sales Toolset

TP’s arsenal of advanced AI-powered sales technologies elevates the value of conversation and emotional intelligence in B2B sales. These technologies eliminate the core bottlenecks of traditional selling—slow

prospecting, incomplete data, and unreliable lead qualification. TP believes that better prospecting drives better conversations, which drive better outcomes. AI-enablement that leverages AI coaching and gamification helps build a next-gen salesforce. This aids in accelerating the production cycle as sales reps ramp faster, sell smarter, and stay more engaged. This creates dynamic, high-performance teams and an internal sales culture that is exceedingly difficult to replicate for TP's competitors.

### Proprietary Hiring Methodology

The way that TP hires sales professionals is a good example of its strategy effectiveness.

TP has a global workforce and vast experience hiring the right talent. TP Revenue-as-a-Service has developed its proprietary OnTarget recruiting methodology to hire the best candidates using a statistical model. This allows it to determine key candidate qualifiers and calculate sales potential for each applicant. TP Revenue-as-a-Service helps clients transform strategy into execution and execution into sustained market advantage.

### Generating Leads

#### Mission-Critical: Generating Sales Leads

Lead sourcing and lead enriching are two of the most critical elements in the sales process. Both elements, along with lead qualifying and scoring, are provided by the orchestration of two TP platforms: TP Leads and TP Power Steering. For TP clients, these platforms work together to build a data-rich, highly qualified pipeline that ensures TP sales experts precisely target the right buyers. This automation

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increases pipeline velocity, improves conversion rates, and shortens sales cycles, making the client's go-to-market strategy far more effective. The TP platforms deliver a significant return-on-investment (ROI) for customers. Sales cadence automation (via TP Client, TP Rise, and TP RPA), along with TP Interact, ensures that every sales agent operates at peak efficiency. Sales reps are guided to the right actions, sending timely emails, making relevant calls, and adjusting the sales presentation based on real-time buyer signals. With AI, interaction data is converted into actionable insights. This elevates and enhances sales rep coaching and sharpens execution at every stage of the sales process.

Other platforms include TP Knowledge Management and TP AI Coach. They provide mock call avatars and PXP-gamification to help TP Revenue-as-a-Service build a salesforce that is well-trained, highly motivated, and flexible.

TP's realistic, AI-driven training accelerates rep ramp time and improves sales effectiveness without the cost of traditional training overhead. The gamification layer boosts engagement and performance through real-time feedback. The benefit for TP's customers is that sales experts are more focused, committed, and resilient in their efforts to sell products and services.

TP's flexible ecosystem of AI solutions, including partners like Cognism, ZoomInfo, InTapp, Apollo, Enlyft, Outreach, Salesloft, Salesforce, Gong, Callminer, Verint, and Second Nature, gives TP clients the freedom to build a best-in-class, customized technical stack.

### Brand Equity

TP 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

TP 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 client relationship is over 15 years. TP is a well-known and trusted brand in the world of BPO CX outsourcing.

### Competitive Differentiation

TP's focus is on the AI-enablement of sales processes because this translates to flexibility and choice for its clients. TP has also assembled a vast partner ecosystem and microservices architecture. Largely, TP's

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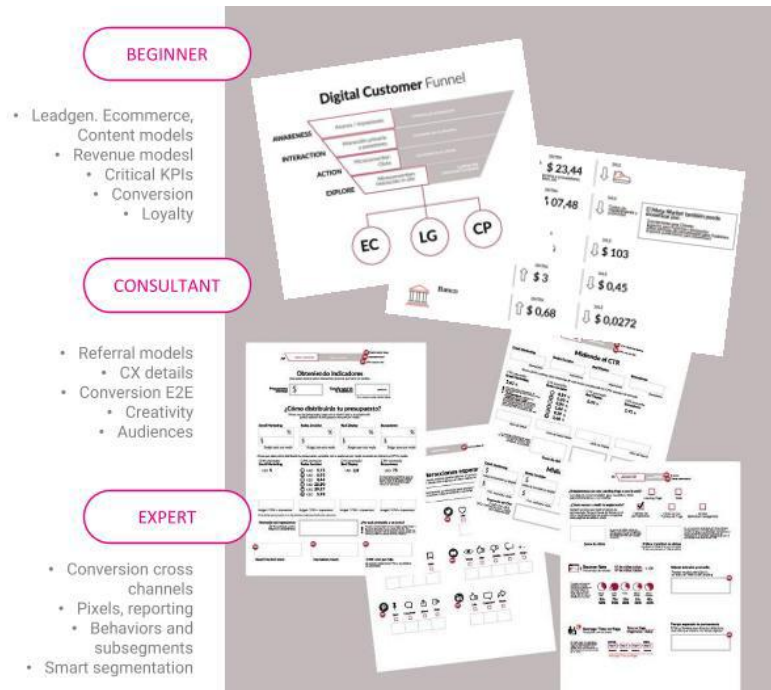
global BPO rivals have not embarked on nor executed this type of unique differentiation strategy to assist their client base with sales enablement. Many have continued to rely solely on the traditional BPO engagements for revenue growth, which is based primarily on price, not value. Each of TP's AI-enabled sales technologies and proprietary platforms directly address critical pain points that hamper traditional sales models—from sourcing leads to improving seller performance. Consumers and businesses today engage in an increasingly high-touch way via video. TP Revenue-as-a-Service also offers ways to

integrate video into a client's omnichannel sales strategy, offering live, face-to-face support.

### Upskilling the Sales Teams—Digital Marketing Academy

TP has invested in a talent program dubbed the TP Digital Marketing Academy. Its sole purpose is to improve the knowledge and experience of sales account managers. Coursework includes mastery of critical key performance indicators (KPIs) related to digital marketing and client business reports. Account managers attend classes in idea generation and client presentation skills, and progress from beginner to consultant to expert.

More than 9,000 TP Account Managers have already graduated and achieved the Consultant level.



## Conclusion

Businesses of all sizes depend on effective sales organizations to survive and grow. Building and supporting sales hubs requires significant investment and capital for operations, continual training, and agent development. Growing companies are now looking to outsource revenue generation to take advantage of talent management and technology platforms that are efficient, reduce costs, and boost sales. TP Revenue-as-a-Service now offers its clients an opportunity to optimize their entire sales workforce, leveraging its multilingual capabilities and extensive global footprint.

With its strong executive leadership, strategy innovation, competitive differentiation, and organizational sales expertise, TP Revenue-as-a-Service earns Frost & Sullivan's 2025 Competitive Strategy Leadership Recognition in the Global Outsourcing industry.

## What You Need to Know about the Competitive Strategy Leadership Recognition

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Frost & Sullivan's Competitive Strategy 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 Competitive Strategy Leadership Recognition, 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 offer the best ROI and superior value compared to similar market offerings

**Customer Purchase Experience:** Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

**Customer Ownership Excellence:** Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

**Customer Service Experience:** Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®



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

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

