FROST & SULLIVAN

BEST PRACTICES



2026

GLOBAL BPO AI INDUSTRY

EXCELLENCE IN BEST PRACTICES

TRANSFORMATIONAL INNOVATION LEADERSHIP

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.



The Transformation of the Global Outsourcing Industry

As outsourcing providers assume a greater role in managing AI-powered processes, control, safety, and governance have become mission-critical. This is particularly true as large enterprises contend with regulatory scrutiny, data sovereignty, and ethical risk. In this environment, providers that can embed robust governance frameworks, trusted human oversight, and secure global delivery models alongside AI capabilities will increasingly differentiate themselves. Ultimately, the next phase of outsourcing leadership will be defined not by automation alone, but by the ability to deploy AI responsibly, at scale, and with confidence.

Frost & Sullivan recognizes TP's (formerly Teleperformance) TP.ai Data Services with the 2026 Best Practices Transformational Innovation Leadership Award (TRIL) for its pioneering role in AI governance solutions and redefining AI operations through industry leading AI–Human Orchestration. TP.ai Data Services has moved the industry beyond experimental AI adoption toward scalable, governed, and production-ready intelligent systems, addressing one of the most critical challenges facing enterprises today.

Market Disruption

TP.ai Data Services has introduced a unique operating model that fundamentally alters how AI systems are deployed and governed at enterprise scale. While the broader market remains focused on model

accuracy, computing efficiency, or isolated annotation services, TP.ai Data Services has shifted the center of gravity to agentic AI execution, orchestration, and governance.

By embedding human intelligence directly into AI workflows—rather than positioning it as an external review layer—TP.ai Data Services enables enterprises to validate how AI agents plan, select tools, execute multi-step actions, and preserve user intent across autonomous decision chains. This trajectory-based evaluation approach renders traditional output-only AI evaluation frameworks insufficient. This approach has the potential to make legacy AI governance and testing solutions obsolete as agentic AI adoption accelerates across industries. TP's differentiation is reinforced by:

- Trajectory-level agentic AI evaluation
- Multimodal AI governance across text, image, video, and audio
- A proprietary global crowd platform (Agents Only) purpose-built for AI safety, evaluation, and alignment
- Deep vertical and domain expertise across regulated and high-risk industries

Competitive Differentiation

TP.ai Data Services' competitive advantage lies in its fusion of global human intelligence, AI governance infrastructure, and scale economics. Unlike competitors offering tools, platforms, or point services, TP.ai Data Services' platform operates as a living orchestration layer—combining AI automation with domain-certified human oversight across every stage of the AI lifecycle.

Key differentiators include trajectory annotation for agentic AI, multimodal governance across text, image, video, and audio, and a proprietary global crowd ecosystem (Agents Only) purpose-built for AI safety, evaluation, and alignment. Also, they hold an extraordinary and largely untapped asset: operational data at industrial scale across client workflows. TP's deep expertise in managing and governing these large data assets through their proprietary data engineering capabilities and best practices, is a true differentiation that brings their operational foundation.

> *"Many organizations are scrambling to build governing policies and bodies to fully control and monitor AI deployments and their execution. TP.ai Data Services is operating ahead of the market, in territory that has no real competitive benchmark yet."*
>
> ***-Michael DeSalles, Principal Analyst***

This positions TP not as a vendor, but as an embedded extension of its clients ' AI operating models—an advantage competitors without TP's workforce scale, linguistic breadth, and governance maturity, find difficult to replicate.

Leadership Focus

TP has made a deliberate, long-term investment to establish TP.ai Data Services as the leadership platform for AI operations and governance, not merely a supporting function. By carving AI Data Services out of Trust & Safety into a standalone global practice and aligning it to executive level strategic priorities, TP has built durable barriers to entry.

These barriers include a proprietary crowd platform, deep vertical-specific expertise, regulatory-aligned governance frameworks, and global delivery capabilities across 170+ markets. Competitors cannot easily compete with TP's infrastructure, human capital depth, or embedded client relationships—solidifying the company's leadership position as AI adoption accelerates.

Customer Service Experience

The TP engagement model emphasizes clarity, transparency, and consultative alignment. Customers gain confidence through clearly articulated governance controls, data provenance assurance, and quality frameworks—reducing friction and uncertainty in AI procurement decisions. TP.ai Data Services' solutions evolve continuously alongside individual customer AI maturity curves.

In outsourcing, contact centers, and AI operations, Human-in-the-loop (HITL) processes are essential for maintaining control, trust, and governance as automation scales—ensuring that AI augments human decision-making rather than replacing accountability.

Through embedded feedback loops and HITL oversight—where expert human judgment validates, corrects, and refines AI decisions in real time—TP ensures AI systems stay aligned with customer growth, regulatory change, and increasing operational complexity. With globally distributed delivery teams, 24/7 coverage, and deep domain specialization, TP.ai Data Services provides responsive, proactive, and expert-led service.

Passionate Persistence

A significant gap persists between enterprises' AI ambitions and their ability to operationalize AI safely at scale. Frost & Sullivan research indicates that the majority of AI initiatives fail to move beyond pilot stages due to governance gaps, data quality issues, and lack of continuous oversight. TP.ai Data Services's progress reflects the company's pattern of addressing challenges that many providers avoid—bias mitigation, multilingual governance, regulatory readiness, and agentic safety at scale. Rather than reacting to market pressure, TP has consistently invested ahead of demand, building capabilities that the market is only now beginning to recognize as essential.

> *"TP's investment in TP.ai reflects a deliberate, long-term strategy to establish AI as a core operating platform with a dedicated global practice; one that's aligned with C-level priorities."*
>
> ***-Michael DeSalles, Principal Analyst***

TP's relentless and passionate persistence is evident in the creation of entirely new AI operations roles, the development of closed-loop synthetic data and moderation systems, and deep engagement with frontier AI use cases such as embodied AI and world models.

Price Performance Value

TP.ai Data Services delivers superior ROI by enabling customers to achieve faster time-to-value and sustainable AI performance. By preventing failure modes—such as rework, regulatory exposure, poor data quality, and post-deployment drift—TP.ai Data Services significantly reduces the total cost of ownership for enterprise AI.

Its scalable operating model, combining automation with global human intelligence, allows customers to flex capacity, localize solutions, and maintain quality without escalating costs. Compared to fragmented vendor stacks or in-house builds, TP.ai Data Services consistently delivers superior performance per dollar invested

Brand Equity

TP.ai has rapidly established strong brand equity in the emerging AI data services and AI governance market by becoming synonymous with trust, operational rigor, and enterprise-grade AI execution. Unlike many AI service providers whose brands are associated with experimentation or narrow technical capability, TP is increasingly recognized as the strategic outsourcing partner that enterprises rely on when AI must function reliably, ethically, and at global scale.

The TP brand benefits from the company's long-standing reputation for compliance, security, and operational excellence, while simultaneously extending that reputation into next-generation AI domains. This combination of legacy trust and forward-looking innovation has enabled TP to credibly engage C-suite, risk, legal, and technology leaders—audiences that rarely converge around traditional AI vendors. As enterprises elevate AI governance to a board-level concern, TP's brand is perceived not merely as capable, but as safe to deploy at scale.

Frost & Sullivan analysis indicates that TP's brand strength is reinforced by its ability to deliver exceptional and consistent experiences in a myriad of functions including customer service, sales, trust & safety, collections and the back office across regions, languages, and industries. Enterprises working with TP experience continuity between promise and delivery: transparent governance controls, clearly articulated data provenance, measurable quality assurance, and operational predictability. This consistency strengthens brand loyalty and differentiates TP from competitors whose AI offerings lack operational maturity or governance depth.

Conclusion

Frost & Sullivan concludes that TP exemplifies Transformational Innovation Leadership by redefining how AI is governed, operationalized, and scaled. By embedding human intelligence at the core of AI systems, TP is not merely participating in the AI revolution—it is shaping its structural foundation

With its strong overall performance, TP is recognized with the 2026 Frost & Sullivan Global Transformational Innovation Leadership Recognition in the AI Data Services outsourcing industry.

What You Need to Know about the Transformational Innovation Leadership Recognition

Frost & Sullivan's Transformational 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 Transformational Innovation Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Transformational Innovation

Market Disruption: Innovative new solutions have genuine potential to disrupt the market, render current solutions obsolete, and shake up competition

Competitive Differentiation: Solutions or products articulate and display unique competitive advantages

Market Gaps: Solution satisfies the needs and opportunities that exist between customers' desired outcomes and their current market solutions

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

Passionate Persistence: Tenacity enables the pursuit and achievement of seemingly insurmountable industry obstacles

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®

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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 collaborate 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 fueled 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)

