



FROST & SULLIVAN  
INSTITUTE

2022 Frost & Sullivan Institute

**Enlightened Growth Leadership Award**





## Congratulations!

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Frost & Sullivan Institute, in partnership with Frost & Sullivan, is proud to present Teleperformance with the Enlightened Growth Leadership Award.

Frost & Sullivan's global team of growth pipeline experts continuously identifies and evaluates growth opportunities across multiple industries, technologies, and regions of the world. As the world emerges into the new norm disrupted and accelerated by the COVID-19 pandemic, it is becoming increasingly important for companies to leverage opportunities to shed old ways of thinking, build value chains that leave no stakeholders behind, and create foundations for stable growth to thrive in these new environments. We identify companies that demonstrate the commitment to embrace emerging technologies and protocols and generate opportunities for all while sustaining continued growth and highlighting best practices for sustainable development. This approach involves deep strategic deliberation around best practices and the development of core analytics across the entire value chain of specific products and services. Against the backdrop of these analytics, Frost & Sullivan Institute, in partnership with Frost & Sullivan, recognizes Teleperformance for its valuable achievement.

Frost & Sullivan strictly reserves this recognition to companies at the innovation to zero and growth forefront in their respective industries. These companies demonstrate proactivity in utilizing business practices to 'innovate to zero' and address global priorities while securing sustainable growth. These companies also uniquely leverage technology and boost their industry partner ecosystem to serve ever-evolving customer needs in a way that facilitates environmental initiatives and supports the planet's well-being. Moreover, by combining business sense with a moral imperative, these companies demonstrate aspirational ideals beyond the simple goal of generating profits.

Moreover, this recognition is the result of many individuals (employees, customers, partners, and investors), making critical decisions every single day to support the organization and meaningfully contribute to its own future in a sustainable and socially responsible way. Frost & Sullivan in partnership with Frost & Sullivan Institute enthusiastically acknowledges and celebrates their contributions.

Once again, congratulations on your accomplishments, and we wish you great success in the future.

Sincerely,

David Frigstad

Chairman, Frost & Sullivan and Executive Director, Frost & Sullivan Institute



## Best Practices Criteria for World-Class Performance

Frost & Sullivan Institute leverages Frost & Sullivan's 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 for each nominated company. Teleperformance excels in multiple criteria.



### *Introduction*

Founded in 1978, Teleperformance is a “global service” company that provides outsourcing services to other corporations. Headquartered in Paris, France, the company is active in 88 countries offering their services in over 265 languages to more than one thousand clients. Teleperformance's strength lies in its ability to uncover underserved market segments and target large clients with tailor-made solutions. Teleperformance's success has amplified its mission of being a responsible corporate citizen and has reinforced its commitments to become a force for the good. The company has aligned its corporate mission with several of United Nations' Sustainable Development Goals like the elimination of poverty and hunger, fighting climate change, and reducing inequalities.

### *'Innovating to Zero' on Global Priorities*

Teleperformance has been a signatory to the UN's Global Compact since 2011. As a part of the compact, it has aligned its strategy and operations with “universal principles on human rights, labor, environment and anti-corruption”. It has aligned 11 of the 17 SDGs with its internal activities and procedures while 4 of the 17 goals are addressed directly via its business activities. In fact, 26% of Teleperformance's €7.5 billion revenue contributes to SDGs. In line with Teleperformance's aim to become a preferred employer, a trusted partner, and a force for good, it is constantly striving to improve its employee treatment, scrutinize its business partners and its own practices, and enhance the quality of impact it has on its communities.



Teleperformance is the standard bearer of diversity and inclusion in the outsourcing industry. In its bid to innovate discrimination to zero, the company aims to increase the presence of women in its executive committee to 30% by 2030. It currently already has 43% women in its Board of Directors. The company also aims to provide women with more opportunities in developing countries. With over 420,000 employees covering 100 different nationalities, Teleperformance is a forerunner in the global drive towards diversity and inclusion. With over 70% of its staff working from home, Teleperformance makes it easier for employees to have a meaningful work-life balance. Its practice of providing attractive compensation package along with health and welfare benefits is a key component in innovating discrimination to zero. The company's active steps to accommodate people with disabilities, their commitment to employee mental health, and flexible working hours has not only led it to being ranked among the 25 best places to work in the world by Fortune magazine, but it has also meant a reduction in absenteeism by 7% and an increase in employee satisfaction by 21%.

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*"Teleperformance's environmental policy is not only to reduce its own carbon footprints, but proactively work with clients to help them reduce the impact on the environment across the supply chain. The company's work from home policies is akin to having 40,000 fewer cars on the road every year."*

**-Abhash Raj Subedi, Research Analyst,  
Frost & Sullivan Institute**

40,000 fewer cars on the road every year. It has also been able to reduce the carbon footprint of each employee by 15%. In its goal to reduce scope 1 and scope 2 emissions by 49% in 2026 from its 2019 levels, it has reduced its CO2 emission levels by 37% within a single year. The company has also increased the amount of energy sourced from renewable sources to 17% in 2020 compared to an estimate of 11% in 2019. In its bid to innovate emissions to zero and have a positive impact on the planet, Teleperformance has

aligned its CO2 emissions target with the Paris Agreement and partnered with organizations like Citizen of the World to aid the people most impacted by climate change.

Teleperformance has plans in place to ensure that it is carbon neutral by 2040. However, its aggressive steps in reducing emissions and supplemented by a strong plantation drive means that the company is in line to reach the goal sooner. It has a partnership with One Tree Planted, planting 500,000 trees. The company plans to double this figure to reach one million.

Teleperformance takes the health and safety of everyone in its sites very seriously and is keen to find creative ways fuel a journey towards a future of zero accidents. Along with a mandatory health and safety training to all their new employees, it is also developing more specific e-learning modules to cover more specific topics to prepare employees for emergency plans involving natural disaster. Even in situations when local regulations are more relaxed than the company's policy, Teleperformance insists on applying their own higher standards to ensure a safe working condition in hazardous environments. As a part of their commitment to a safe working environment, over 193 on-site audits were conducted.



Frost & Sullivan Institute recognizes Teleperformance's commitment to becoming a responsible employer that constantly pushes for diversity and inclusion and their commitment to aligning the company mission with global priorities as laid out by the sustainable development goals. Their dual approach to fighting climate change by reducing emissions as well as promoting plantation drive has ensure that they are ahead of target in their journey to be carbon neutral. The company has established itself as the forerunner in a journey to innovate towards a world of zero discrimination, zero emissions, zero accidents, and towards a clean, safe, and an equitable future.

### **Growth Excellence**

Teleperformance's revenue grew by over 26% in 2021 to the tune of \$8.48, along with a cumulative average growth rate of over 15% in the past five years. This has translated excellently to the company's bottom line, with profits increasing by over 71% in 2021. Despite the turbulence caused by the coronavirus pandemic, a diversified client portfolio along with the development of high value-added specialized services ensured that the company could maintain a strong and sustainable financial performance.

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bond, Teleperformance has been able to use a combination of smart acquisitions and development of new range of solutions to fuel their growth in the market. The bond has funded the addition of LanguageLine Solutions LLC. Similarly, in 2018, a €750 million bond boosted the purchase of Intelenet, a provider of digital transformation solutions. Teleperformance complimented these additions to their portfolio by acquiring Health Advocate in 2021, a specialized service business in the lucrative US

healthcare industry. Internally, the company is slowly moving away from “voice” services to expand its portfolio of chat, email, and social media services. It has further realized that “English” language markets are saturating and as the number of people who speak multiple languages is climbing, it is adding to new languages to its online interpretation services.

Frost & Sullivan Institute lauds Teleperformance's ability to identify global market megatrends and leverage internal as well as external financial solutions to maintain a diversified, profitable, and sustainable business portfolio. Teleperformance's success across locations spread across multiple continents and nations shows that understanding and respecting local cultures and business practices will help fuel long term growth for companies and result in a positive impact on the society as well as for the shareholders.

### **Technology Innovation and Industry Partner Ecosystem**

Teleperformance realizes that it operates in a high-risk environment where new and disruptive technology will present a threat to its profitability and survival. To combat this risk, Teleperformance has



ensured a steady pipeline for innovation via CX Lab, its research center with over a hundred digital proprietary platform. The company has taken massive strides in expanding its digital services, artificial intelligence, cloud computing, and data mining services and is constantly building new proprietary solutions to suit the market demand.

Teleperformance is also a leader in leveraging cloud computing and virtual platforms. Over 70% of the company's employees work from home leveraging their Cloud Campus, a virtual platform for the remote management of teams and operations. In Aug 2020, Teleperformance India launched three High-Tech Hubs as a part of Teleperformance Cloud Campus strategy to effectively manage their workforce operating-from-home model. International clients will have their remote operations monitored by cloud-centric command centers, based in Mohali, Kolkata, and Gurgaon.

Frost & Sullivan Institute recognizes Teleperformance for their use to technology and tools to enable a seamless transition to a different working model when hit by the coronavirus pandemic. The Institute further applauds Teleperformance's awareness of shifting dynamics in the global tech and outsourcing industry and their commitment to innovation.

## Conclusion

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Teleperformance has demonstrated that it can support global agendas without sacrificing its financial performance. The business has shown that it can navigate the challenges of shifting global megatrends while maintaining a steady and noteworthy expansion. The company's policies on the environment, people, and safety have ensured a constant pathway to innovate to zero on globally important causes.

Teleperformance's constant presence in awards listing it to be among the best places to work in is a testimony to the company's leadership and their vision of creating a diverse workplace. The company has demonstrated that when people are on board, not only are financial objectives met, but it can be done while exceeding expectations on goals set for causes of the greater good. The company's ability to combine existing technology with innovative proprietary tools along with an astute eye for strategic acquisitions has ensured its long-term performance and survival.

Frost & Sullivan Institute awards the "2022 Frost & Sullivan Institute Enlightened Growth Leadership Award" to Teleperformance for their ability to balance the act of business growth and addressing important global concerns all the while maintaining a stellar reputation among their stakeholder and communities.



## What You Need to Know about the Enlightened Growth Leadership Recognition

Frost & Sullivan Institute's Enlightened Growth Leadership Award recognizes the company that addresses the global priorities as identified by the Institute and demonstrates sustainable growth in the industry.

### Best Practices Award Analysis

For the Enlightened Growth Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

**'Innovating to Zero' on Global Priorities:** The company demonstrates proactivity in 'Innovating to Zero' in terms of one or more of the following global priorities that form the seven pillars of the Frost & Sullivan Institute:

- i) **Environment:** Environmental initiatives can include climate change, vulnerable groups, behavioral change, international governance, waste management, or others.
- ii) **Education:** Education can encompass equal access, gender parity, EdTech, quality education, education resources, vocational training, or others.
- iii) **Infrastructure:** Infrastructure can incorporate infrastructure as a basic right, technology and infrastructure, environment and infrastructure, urban infrastructure, and financing models, among others.
- iv) **Healthcare:** Healthcare can comprise healthcare crisis, mental health, finance, healthcare systems, advanced healthcare, and technology and healthcare, among others.
- v) **Security:** Human security can refer to transnational governance, human security, food security, or others.
- vi) **Human Rights:** Human rights can involve governance, special group rights, justice, or other such elements.
- vii) **Economics:** Economics can pertain to inequality, new economic regime, FinTech, behavioral change, or others.

**Growth Excellence:** The company demonstrates healthy growth over a span of 10 years. It focuses on short-term and long-term growth strategies to maintain a superior industry position. The executive team's vision aligns with the company's growth strategy, effectively translating this vision into growth. The socially responsible organization enforces strategies to increase its share of the customer wallet, successfully differentiating itself from competitors and positively impacting its market share. It also adopts strategies to build upon achieved growth and sustain continued growth while highlighting best practices for sustainable development.

**Customer Value Chain:** The company pays heed to the planet's well-being and addresses environmental initiatives such as climate change, carbon footprint reduction and elimination, waste management, or clean energy production. Its key value proposition is refined by building on client feedback and continuously improving products and services. The organization prioritizes its customers' needs and



provides significantly greater value for the price. It offers exceptional customer value by providing the best purchase experience to customers, placing importance on providing a high degree of satisfaction amongst existing and potential clients, or ensuring the best and differentiated service experience.

**Integrated Coopetition - Industry Partner Ecosystem:** The company makes use of unique business models such as corporate partnerships and public-private collaborations to boost the industry partner ecosystem. By combining business sense with a moral imperative, the company demonstrates aspirational ideals beyond the simple goal of generating profits. The organization's efforts to cooperate with competitors reveal its cognizance of a broader vision and endeavors towards positively impacting the overall industry.

**Technology Leverage/Innovation:** The company incorporates or uniquely leverages technology, standing out among the competition. The technology addresses key future needs and applications and is disruptive to or supersedes existing technologies. The company's technology or technology leverage can be diversely applicable or has created new markets or applications where none existed before. It has introduced creative features and functionality by jumping through hoops to convert its vision into a reality. The organization has a structured process or best practices to incubate new technologies developed internally or through strategic partnerships. The company's innovations or technology incorporation has the potential to become an industry standard.





## About Frost & Sullivan Institute

Frost & Sullivan Institute (FSI) is a non-profit organization dedicated to utilizing business practices to address global priorities. The genesis of the institute goes back to our vision of either creating or becoming part of a solution that addresses threats to humanity. Frost & Sullivan Institute has identified strategic imperatives for transformation and believes that by using a Socratic approach, we can truly accelerate innovation to zero. The Institute works in collaboration with leading analyst teams, its internal research team, industry experts, and other partners. It works closely with Frost & Sullivan Inc. to leverage in-house thought leadership in order to identify opportunities for transformation that will arise from innovation, disruptive technologies, and overarching megatrends that will alter the world as we know it today. To learn more about FSI, visit <https://www.frostandullivaninstitute.org/>.

## 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 Engine™



Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

### 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

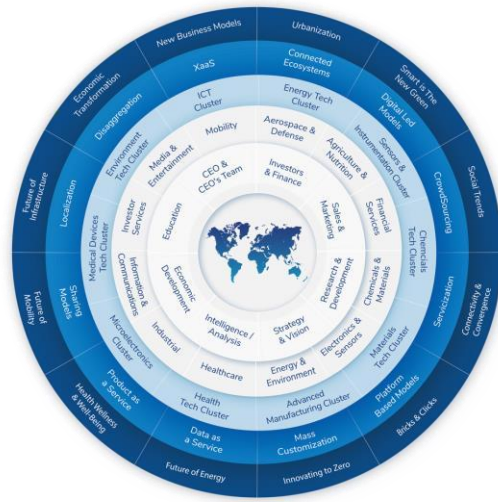
## The Innovation Generator™



Our six 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)





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