

2024 Frost & Sullivan Institute  
| **Enlightened Growth Leadership**  
**Best Practices Recognition**



FROST & SULLIVAN  
**BEST PRACTICES**  
AWARDS

**Teleperformance**



## Congratulations!

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Frost & Sullivan Institute, in partnership with Frost & Sullivan, is proud to present Teleperformance with the Enlightened Growth Leadership Best Practices Recognition for the fourth consecutive year.

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

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Frost & Sullivan Institute leverages Frost & Sullivan's rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recipient. The process involves a detailed evaluation of best practices criteria for each nominated company. Teleperformance excels in multiple criteria.



### Why Now?

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The world is at a tipping point, with climate change, AI advancements, and geopolitical instability transforming our reality. As we face record heat, melting icebergs, and job disruption due to AI, the need for innovative solutions has never been greater. Companies must now rise to the challenge, pioneering bold and transformative solutions that not only tackle these global crises but also pave the way for a resilient and sustainable future.

The Frost & Sullivan Institute's Enlightened Growth Leadership Best Practices Recognition celebrates organizations committed to tackling these pressing global challenges. By aligning their business practices with sustainable growth, companies like Teleperformance have demonstrated leadership in innovation and long-term success. Teleperformance, a French multinational specializing in business process outsourcing, has been recognized for four consecutive years for its ability to integrate sustainability with industry leadership. With over 40 years of experience, Teleperformance continues to provide cutting-edge services while strategically contributing to a better, more sustainable world.



## Why You?

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

Teleperformance's approach to addressing global priorities reflects its commitment to sustainability and social responsibility. By consistently innovating and aligning its operations with global standards, the company aims to enhance its positive social impact.

*"As of March 2023, the company announced a remarkable 49% decrease in emissions per full-time employee, surpassing its 2026 target. This achievement underscores Teleperformance's alignment with global and national sustainability objectives, including India's ambitious goal of achieving net-zero emissions by 2070."*

***-Sakthi Kumararaja, Associate, Frost & Sullivan Institute***

Teleperformance is at the forefront of innovation in its pursuit of zero carbon emissions, exemplifying a strong commitment to environmental sustainability. Through its comprehensive 'Citizen of the Planet' (COTP) initiative, established in 2008, Teleperformance has consistently demonstrated leadership in minimizing environmental impact. A key component of this strategy is enabling 40% of its global workforce to work from home, significantly reducing workforce-driven carbon emissions while enhancing employee satisfaction. Further strengthening its environmental leadership, Teleperformance has exceeded its carbon emissions

reduction goal well ahead of schedule. As of March 2023, the company announced a remarkable 49% decrease in emissions per full-time employee, surpassing its 2026 target. This achievement underscores Teleperformance's alignment with both global and national sustainability objectives, including India's ambitious goal of achieving net-zero emissions by 2070. The company's ongoing efforts are bolstered by its 'Citizen of the World' and 'Citizen of the Planet' programs, which collectively advance social responsibility and environmental stewardship, aiming for net-zero carbon emissions by 2040.

The Frost & Sullivan Institute commends Teleperformance for its exemplary adherence to sustainability and social regulations. This commitment is highlighted by the company's achievement of the Social Responsibility Standard (SRS) certification from Verego for the tenth consecutive year in January 2024, recognizing its high standards in ethics, employee well-being, environmental stewardship, and community engagement. Teleperformance's ongoing efforts underscore its mission to drive sustainable development, inclusion, and meaningful social impact.

### *Growth Excellence*

Teleperformance's strategic expansion underscores its dedication to growth excellence in digital business services. In March 2023, the company launched a new site in Hyderabad, with plans to hire 20,000 employees in India within 18 months, reflecting its aggressive growth strategy. By January 2024, Teleperformance further demonstrated this commitment by establishing its first physical



office in Trinidad and Tobago, creating 250 jobs with plans for 300, underscoring its recognition of global talent as key to sustaining its leadership and continued success.

Teleperformance has consistently achieved remarkable growth, setting new records year after year.

*“In June 2023, Teleperformance further demonstrated its commitment to cooptation by securing a USD 185 million multi-year cloud agreement with Microsoft. This partnership enabled the delivery of Microsoft Azure cloud solutions and the launch of TP GenAI, an AI-powered suite designed to streamline business processes and enhance customer experiences.”*

**-Sakthi Kumararaja, Associate, Frost & Sullivan Institute**

In 2021, the company saw a substantial 25.7% increase in revenue and a remarkable 71.9% rise in net profit. Despite the challenges of 2022, Teleperformance continued to excel, delivering strong growth and record profitability. The momentum carried into 2023, with the company achieving 12.5% growth in revenue and a 15.5% operating margin. These impressive figures underscore Teleperformance's ability to consistently surpass its targets, demonstrating its commitment to sustained excellence and resilience in a competitive landscape.

Frost & Sullivan Institute applauds the growth excellence of Teleperformance, evident in its strategic expansion, innovative acquisitions, and a remarkable increase in profits. The company's ability to scale its operations globally, as seen in its significant investments in new markets like India and Trinidad and Tobago points to its leadership in the digital business services sector.

### *Integrated Cooptation - Industry Partner Ecosystem*

Teleperformance has strategically leveraged integrated cooptation to enhance its service offerings and market position. In March 2023, the company partnered with Mastercard to strengthen the payments ecosystem in Latin America, expanding its digitally driven customer experience solutions to emerging businesses in the banking, financial services, and technology sectors. Partnering with a global payments leader allowed Teleperformance to establish itself as a major player in the region's financial services sector.

In June 2023, Teleperformance further demonstrated its commitment to cooptation by securing a USD 185 million multi-year cloud agreement with Microsoft. This partnership enabled the delivery of Microsoft Azure cloud solutions and the launch of TP GenAI, an AI-powered suite aimed at streamlining business processes and enhancing customer experiences. By integrating Microsoft's advanced cloud and AI technologies, Teleperformance significantly strengthened its capabilities, driving innovation and operational excellence for its clients.

Frost & Sullivan Institute applauds Teleperformance's ability to seamlessly integrate complementary businesses, driving growth and innovation across its global operations.

## Conclusion

Teleperformance exemplifies growth leadership through its strategic expansion, innovative partnerships, and unwavering commitment to enhancing both employee and customer experiences. The company's proactive approach is evident in its collaborations with industry leaders, which have not only broadened its



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service capabilities but also driven significant advancements in technology and process efficiency. By exceeding its sustainability targets and embracing integrated cooperation, Teleperformance not only advances its service capabilities but also sets new benchmarks for technological and operational efficiency.

The Frost & Sullivan Institute's "2024 Enlightened Growth Leadership Best Practices Recognition" is a testament to Teleperformance's strategic foresight and relentless pursuit of excellence. This accolade solidifies Teleperformance's position as a global leader, demonstrating its unwavering dedication to innovation, sustainability, and global market leadership. As Teleperformance continues to chart new territories and set industry standards, it remains a driving force in shaping the future of digital business services.



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

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

### Best Practices Recognition Analysis

For the Enlightened Growth Leadership Best Practices Recognition, 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

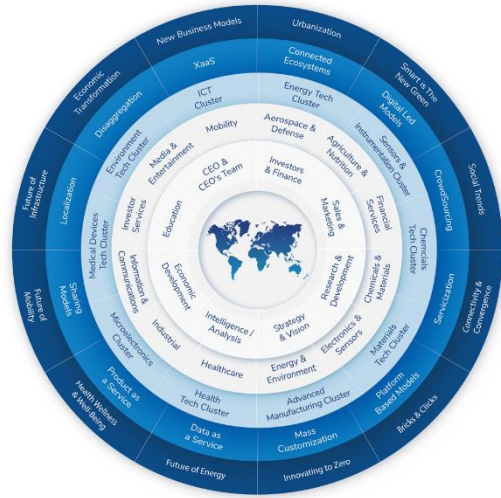


## The Innovation Generator™

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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