

# 2 Strategy

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## Transforming for the Future —

### Why is transformation so important to Teleperformance?

With the pandemic, companies have had to reinvent themselves, keep up with the latest trends and adopt innovative technologies in order to be resilient and meet the demands of their clients. In other words, companies have to transform in order to survive this “new normal”. But the pandemic has only accelerated this need to transform. Almost every sphere of life, including the corporate sector, has seen major changes over the last decade, driven by significant advancements in technology and changing customer preferences. Teleperformance had read these signs early and so, several years ago, it started evolving itself through organic and inorganic efforts. We ramped up our transformation significantly in the past three years with a goal to become a global leader in integrated digital solutions for companies. Our clients have been increasingly receptive to the simple yet effective and value creating solutions we offer, based on technology, data analysis, and process excellence (T.A.P.™) capabilities. This journey has proved to be both judicious and essential over the past 12 months. Covid-19 has also accelerated digitization and created new opportunities for Teleperformance, particularly in the digital, healthcare, and remote learning sectors. Our high-tech, high-touch positioning, which combines technology and the human touch, makes us a partner of choice as human relations become more vital than ever in a physically distanced but yet socially connected world. We are also drawing on this high-tech, high-touch expertise to roll-out TP Cloud Campus, our virtual work-from-home platform, as well



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**BHUPENDER SINGH**

PRESIDENT OF GROUP TRANSFORMATION

as increasingly secure solutions and practices for our clients and teams. The ultimate goal of everything we are doing is to make things Simpler, Faster, Safer and Cost effective for all our key stakeholders. Although we are facing an uncertain future, with a positive mindset, agility, and dedication we will continue to identify new opportunities and reinvent our business so that it may endure for many more decades to come.

## OUR STRATEGY

To accomplish its mission, Teleperformance has developed a strategy structured around four main pillars.

### OUR MISSION

Helping people find solutions to their daily problems in a world that is evolving and increasingly complex.  
**Each interaction matters**

### OUR AMBITION

Becoming a global sustainable and performing reference in digitally integrated services

#### Transformation

Develop high value-added T.A.P™ (Technology, Analytics, Process excellence) solutions and keep developing specialized services through targeted acquisitions. Create tailored and innovative solutions to address each client's needs  
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#### Operational Excellence

Reach a solid global performance through Lean Six Sigma procedure and Group processes  
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#### "Great Place to Work" ecosystem

Hire, train and retain the best talents who will deliver the best service  
 > p. 22-35

#### Data security and cybersecurity

Protect the entire business ecosystem (clients, customers and employees) from increasing threats  
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### OUR STRATEGIC LEVERS

#### High-tech

Best-in-class technology, omnichannel solutions, automation



#### High-touch

Human factor, empathy and emotional intelligence

### OUR COMMITMENTS



**Be the preferred employer**



**Be a trusted partner**



**Be a Force of Good**