



# Teleperformance Customer Management Services

**Vendor Assessment  
Report Abstract**

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**By Mike Cook  
CMS Analyst  
NelsonHall**

**17 pages**

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## Who Is This Vendor Assessment For?

NelsonHall's customer management services profile on Teleperformance is a comprehensive assessment of Teleperformance's customer management services offerings for organizations and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of customer management services (CMS) to serve organizations and identifying vendor suitability for CMS RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the support services sector

## Key Findings & Highlights

In 2011, Teleperformance employed 106,102 personnel, with ~98,000 workstations across 49 countries. According to NelsonHall estimates, Teleperformance currently holds the largest market share in the CMS industry with a substantial share of the global market.

During 2011 Teleperformance opened six greenfield sites globally, with 4,180 seat capacity in six different countries.

Teleperformance has traditionally targeted large (>1,000 CMS service FTE opportunities) or Fortune 500 companies but has, in recent years, shown a willingness to take on smaller opportunities and provide increasing levels of support as the client grows. Teleperformance is not industry centric in its marketing approach.

Moving forward Teleperformance is aiming to build its presence in social media services. In the short-term, Teleformance is targeting a large IT manufacturer, which is starting to outsource certain social media responsibilities.

This NelsonHall vendor assessment analyzes Teleperformance's offerings and capabilities in Customer Management Services. Teleperformance is one of a number of Customer Management Services companies analyzed in NelsonHall's comprehensive industry analysis programs.

Teleperformance's CMS offerings include:

- Customer acquisition, prospecting and care
- Cross and up sell
- Technical support
- Analytics

In 2011 Teleperformance operated across 49 countries. During that year Teleperformance opened six greenfield sites globally:

- Blagnac in France
- Two contact centers Cebu and Fairview in the Philippines
- Primerva in Salvador
- Connecta in Colombia
- Aqua in Costa Rica.

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## Scope of the Report

The report provides a comprehensive and objective analysis of Teleperformance's customer management services, capabilities, and market and financial strength, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, weaknesses, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Key client case studies
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery locations.



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## Report Length

17 pages

## Report Author

Mike Cook

[mike.cook@nelson-hall.com](mailto:mike.cook@nelson-hall.com)

## **Customer Management Services Vendor Assessments Also Available for:**

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