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Combining human and machine intelligence

Customer relationship Faster, more accurate responses, more problems solved on the first try: AI means productivity gains for Teleperformance.

Since its inception, Teleperformance has played a key role in customer relationship management, driven by one mission: to reduce the daily friction between companies and their customers or between institutions and citizens. Through its broad range of services, Teleperformance helps cultivate trust and loyalty and prevents customer disengagement. This valuable service is essential when considering the high cost associated with acquiring new customers, making Teleperformance a strategic partner to ensure the loyalty of existing customers. Throughout its history, Teleperformance has always integrated new technologies into its offerings in order to improve productivity and the quality of its services. To effectively add innovation across our organization, we founded our own Digital Academy and have trained over 5,000 managers in-house.

Thanks to our flexibility around new tech, a decade ago, we introduced robotic process management, enabling us to develop digital solutions to automate large numbers of rules-based transactions. More recently, when conversational AI based on natural language processing first appeared, we leveraged its technology to develop and deploy chatbots: more than 15,000 of them are operational today at Teleperformance with the purpose of better serving our customers. Technological curiosity and the ability to embrace innovation are integral parts of our business model. These qualities have played a pivotal role in our ongoing success, as evidenced by over a decade of sustained sales growth and steady improvement in operating margin.

GENERATIVE AI: THE NEW TECHNOLOGICAL BREAKTHROUGH

Generative AI is the new technological breakthrough that has recently received worldwide attention through ChatGPT. In the span of just a few months, several

hundred million users have tested this tool, torn between amazement and concern about the implications for our societies and the workplace. With its ability to synthesize the most complex requests and identify the state of mind and unspoken words of consumers, the new generative AI effectively marks a disruption. It appears as a benevolent super-assistant capable of summarizing complex customer requests and offering the most appropriate, and therefore most satisfying, preliminary responses. Not only does generative AI seek out the relevant information to answer the questions raised, but it also analyses, processes, and synthesizes it. Ultimately, it creates, imagines and drafts relevant, customized answers. Particularly in the field of customer relations, generative AI will deliver added value in line with the principle of Maslow's pyramid, which prioritizes the needs of individuals. As society continues to evolve, meeting basic needs becomes increasingly satisfied, leading individuals to place

Faster and more reliable responses

TP GenAI, an internally developed product integrating OpenAI solutions, allows for:



Reducing average call time by **40%** (from 7'04" to 4'20" on average)



Decreasing errors by **90%**



Teleperformance believes that there is a potential for automating **20% to 30%** of its volumes over the next three years.

greater emphasis on their emotions, their uniqueness and their quest for meaning. The pursuit evolves from simple consumption to consideration. At Teleperformance, we did not wait for this technology to become mainstream before embracing it and successfully integrating it into our solutions with TP GenAI. In our processes, this translates into faster, sharper responses, increased problem resolution, and a reduction in average processing time from the very first contact. In this way, generative AI enables our employees to concentrate

on the most valuable part of their work: enriching, reorganizing and redirecting an initial proposal, as well as communicating it with empathy to their contacts, to ultimately build customer loyalty to the brand.

HIGHLY POSITIVE INITIAL RESULTS

Wherever TP GenAI has been deployed, the results have been extremely positive. Productivity gains of 10-20% or more have been recorded, depending on the context. We have observed improved results in terms of accuracy, consistency and performance.

For our customers, we found that the productivity gains generated by AI did not lead to budget cuts but were instead reinvested to further improve engagement with their customers and strengthen brand loyalty. This reinvestment pays off considerably compared to the high cost of acquiring new customers.

This technology will also benefit Teleperformance in two ways. It will create new needs for which Teleperformance will be the ideal partner for the world's leading brands, and its development, which will require special expertise and sustained investment, will contribute to strengthening the market leaders.

As technology accelerates, we are counting on the right combination of machine artificial intelligence and human emotional, contextual, and decision-making intelligence. Our conviction is that the successful companies will be those that successfully integrate and manage these new tools to enrich their customer relationships based on trust and loyalty. Teleperformance is resolutely committed to this approach.