

'High-Tech, High-Touch' approach

With transformative CX, Teleperformance is strengthening the bond between humans and technology



"Making people's lives simpler, faster, and safer all over the world by empowering companies to transform and build a real connection with their customers," is the mantra echoed by Anish Mukker, CEO of Teleperformance in India. Teleperformance is a global leader in outsourced digital business services. "We are dedicated to enabling both local and global businesses to deal with the challenges and opportunities of disruptive digital innovation, while providing an elevated customer experience," adds Mukker.

India represents the largest multicultural team of Teleperformance group's global workforce of over 5 lakh employees, providing world-class digital business services. It serves over 210 domestic and international brands. The enterprise plans to hire aggressively in the coming years to provide unmatched CX services from India to the world's leading brands. "This step forms a part of Teleperformance's announcement, to reach the pivotal headcount milestone of 150,000 employees in India," says Mukker.

Mukker has been instrumental in driving high-growth revenue strategies for Teleperformance in India, further increasing the company's nationwide

footprint to better serve clients and their end-customers, in an effort to deepen the digital business services and transformation solutions offering. "To stay ahead of the game, we encourage our teams to be agile, think outside the box, embrace new ideas, and find innovative solutions in a nurturing work environment. Such empowerment is critical for continuous growth and innovation, effectively tackling challenges, and achieving desired goals", he adds

Strategic priorities

Under his guidance, the Teleperformance team in India is driving overall success and growth by embracing a 'High-Tech, High-Touch' approach, to leverage the latest technology combined with human touch in order to deliver top notch customer experience.

While Teleperformance represents a cohesive global family with a localised presence around the world to deliver the most advanced and digitally powered business services, Mukker has championed strategic priorities including growth momentum, service delivery excellence, and nurturing a 'Great Place to Work' culture.

As an advocate and supporter of DEI (Diversity, Equity, and Inclusion),

Mukker has garnered recognition from prestigious industry bodies for his commitment to build a people-first work culture.

As a people-first company, Teleperformance provides equal opportunities to all. The company provides equal opportunities to individuals from all backgrounds and demographics, including all genders, people with disabilities (PwD), people with career breaks, new mothers, veterans, and members of the LGBTQIA+ community. Notably, Teleperformance champions women in leadership positions, with a global workforce comprising of 54 per cent women.

In India, the company employs close to 40 per cent women.

As a completely hands-on leader, Mukker drives for stronger connections and engagement via several key programs and initiatives. These include the provision of safe and compliant workspaces, infrastructure promoting equity, and impact sourcing that aims to provide job opportunities for individuals from diverse backgrounds across India.

At Teleperformance, the leadership continuously evolves and adapts to changing business landscapes, embracing new strategies and technological advancements to spearhead external growth and long-term success.

Mukker firmly believes that the Industrial Revolution 5.0 of human-machine collaborations will shape the future, and Teleperformance in India is marching ahead in unison with these changes. At the core of this next chapter will be human-centricity, resilience, and sustainability. "Our focus will expand to encompass human-robot collaboration, cognitive systems, and personalisation, with a particular emphasis on hyper-personalisation.

"With an undivided focus on client and customer centricity to deliver customer delight and positive client business outcomes, and by always being a people-first company, Teleperformance in India is poised to be an unmatched force," Mukker signs off.

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