2025 COMPANY OF THE YEAR

Driving impact across the customer value chain

RECOGNIZED FOR BEST PRACTICES IN THE ASIA-PACIFIC CUSTOMER EXPERIENCE MANAGEMENT SERVICES INDUSTRY

FROST & SULLIVAN

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Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. TP excels in many of the criteria in the Asia-Pacific customer experience (CX) management services space.

RECOGNITION CRITERIA

Visionary Innovation & Performance	*Customer Impact*
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Megatrends	Customer Purchase Experience
Leadership Focus	Customer Ownership Experience
Best Practices Implementation	Customer Service Experience
Financial Performance	Brand Equity

The Transformation of the CX Management Services Industry

More organizations globally acknowledge the importance of CX but need help with service delivery. Pursuing excellent CX is a strategic element for sustained business growth, as it serves as a competitive differentiator. A recent Frost & Sullivan survey of IT decision makers around the world found that 65% identified improving CX as their top business objective for the coming year. Organizations face the uphill task of managing CX as customer interactions are no longer straightforward and transactions are more complex. Organizations often struggle with new technologies and must navigate hybrid work models and talent shortages post-pandemic. CX management services are vital in building a robust, end-to-end customer journey as customer centricity takes center stage to deliver a seamless, integrated solution across various channels.

The CX management services landscape in Asia-Pacific is mature. The industry is fragmented, with global, regional, and local outsourcing service providers vying for a prominent position. Competition is fierce, and the most significant players have developed noteworthy innovation capabilities and a promising roadmap.

A digital-first mindset transforms leading CX management providers as they shift from legacy models to innovation-driven approaches that meet evolving client expectations and help them navigate their own transformation journey. Providers utilize AI, machine learning, and automation to deliver smarter, much more personalized, and frictionless omnichannel experiences. Providers become trusted partners for value creation by encouraging innovation and aligning digital strategies with clients' business objectives. Success in CX management relies on balancing global scale with local expertise. A robust global delivery model ensures efficient, accessible services while addressing regional nuances, such as language and cultural preferences, to deliver relevant and resonant experiences.

TP is leading the industry by incorporating advanced technology in its solutions yet maintaining human empathy at the core to achieve exemplary results and stay ahead of competitors.

Comprehensive Digital Business Service Focused on Clients' CX Innovation

TP is the leading global provider of outsourced, digitally integrated business services encompassing CX, revenue growth services (marketing and sales), back-office and financial operations, trust & safety, and enablers such as its Technology, Analytics, and Process Excellence (TAP) framework, AI-powered data services, and cloud & security capabilities. The company strives to deliver the most advanced, digitally powered business services to help the world's best brands streamline their businesses in meaningful and sustainable ways. With more than 47 years of experience in the market, the TP Group has grown its operations to nearly 490,000 employees in almost 100 countries, serving more than 170 markets. Over the years, as a forward-looking provider, the company continued to expand its services to establish a comprehensive portfolio of digital transformation solutions built on its proprietary deep-learning technology and solutions designed by its multiskilled consultants, complementing a diverse workforce that manages interactions in over 300 languages on behalf of major international brands across verticals.

> *"TP's high-tech, high-touch approach is a testament to its commitment to blending technology and human empathy, combining best practices powered by analytics, automation, platforms, and consulting expertise to deliver a more compassionate, human-centered CX."*
>
> ***- Krishna Baidya***
> ***Sr. Director, ICT Practice***

The company specializes in implementing digital strategies for clients to optimize and transform their CX and other business processes to make each interaction simpler, faster, better, safer, and more cost-effective. TP's marquee clients appreciate its unparalleled scale, geographic coverage, cultural diversity in the industry, and unwavering commitment to delivering the best outcomes for its clients and their customers.

"TP's high-tech, high-touch approach is a testament to its commitment to blending technology and human empathy, combining best practices powered by analytics, automation, platforms, and consulting expertise to deliver a more compassionate, human-centered CX," said Krishna Baidya, senior director of Frost & Sullivan's ICT Practice.

TP's end-to-end services are designed to optimize the entire CX journey, spanning marketing, sales, fulfillment, service, insights, retention, and advocacy. By integrating diverse channels—voice, email, chat, direct messaging, video, and social media—the company ensures seamless customer engagement across touchpoints that align with modern customer expectations. The company's ability to integrate its CX services, such as customer care, technical support, accounts receivable, and loyalty management, with business services including digital onboarding, fraud prevention, and global business operations enables clients to deliver cohesive, personalized, and efficient experiences.

Innovation-Led Operational Excellence

TP prides itself on offering best practices in global talent management, a global dedicated CX infrastructure, and superior technologies to deliver unmatched quality, security, and reliability. Frost & Sullivan lauds its strategic excellence, seamlessly balancing technology innovation with human expertise. This solidifies TP's reputation as a preferred service provider for many leading organizations in their specific operational markets.

TP's focus on CX innovation extends beyond technology to include a comprehensive understanding of clients' business challenges and opportunities. Its centers of excellence (CoEs) in key markets, such as India, serve as hubs for domain expertise, enabling the development of industry-specific solutions that address the unique demands of sectors such as e-commerce, telecommunications, healthcare, and banking, financial services, and insurance (BFSI), driving innovation forward for global clients. For example, the BFSI CoE manages complete operations for more than 100 international banking and insurance clients and is backed by a 5,000-strong digitally proficient team offering 24/7 multilingual support.

TP launched its proprietary Global Business Services (GBS) program in India, reflecting its commitment to streamlining operations to drive standardization benefits and enhance cross-skill and automation. TP in India is at the forefront of developing new-age capabilities in emerging domains. For instance, the analytics hub offers advanced data consulting services to optimize campaigns and create comprehensive CX journeys. The AI CoE spearheads the development of next-generation solutions leveraging AI/machine learning, natural language processing, analytics, and automation across various industries. A substantial talent pool with deep sector expertise underpins this success. TP's commitment to continuous reskilling ensures alignment with dynamic industry demands. Frost & Sullivan acknowledges TP's strategic use of India's talent to establish the country as an essential hub for end-to-end operations and next-gen services across key sectors embodied by its specialized CoEs.

> *"TP's GenAI initiative represents a significant leap in leveraging advanced generative AI technologies to enhance CX delivery and operational efficiency.*
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> ***- Krishna Baidya***
> ***Sr. Director, ICT Practice***

TP's Transformation TAP™ team drives CX innovation through analytics and research-driven insights, leveraging sector expertise and omnichannel integration. The TAP framework, which combines Lean Six Sigma and Design Thinking, identifies client needs, maps digital transformation journeys, and ensures measurable progress. With experts in data science, process design, and solution architecture, the team is instrumental in delivering cutting-edge capabilities in statistical modeling and emerging technologies. Notably, 70% of new business for TP Asia-Pacific includes transformative work led by this team. More than 50% of its 3,000 technology, analytics, and consulting experts are based in India's TAP CoE. This team synergizes with operations to identify opportunities for automation, process improvement, and data-driven insights for clients.

"TP's GenAI initiative represents a significant leap in leveraging advanced generative AI technologies to enhance CX delivery and operational efficiency," Baidya said. Built in partnership with Microsoft Azure Cognitive Services, TP GenAI is a suite of AI-powered solutions designed to streamline processes, improve agent productivity, and deliver superior customer outcomes. These solutions enable faster, smarter, and more effective business processes by embedding AI capabilities directly into service workflows, aligning with the company's high-tech, high-touch strategy. The company continues to forge new partnerships with digital platforms to further enhance its ability to develop AI-driven digital solutions. TP launched more than 60 proprietary AI solutions for its core service, and over 700 clients are implementing at least one element of TP solutions in their operations.

TP has already rolled out the TP GenAI solution across multiple accounts for the top four use cases, with more than 300 AI projects in progress today. At the heart of the initiative are several high-impact use cases, including Mail2Summary and Call2Summary, which automate the summarization of emails and customer calls. These tools significantly reduce the time agents spend on post-interaction documentation, allowing them to focus more on resolving customer issues. Knowledgebase enhancement powered by GenAI ensures that agents have instant access to up-to-date, contextually relevant information, improving first-call resolution rates and customer satisfaction. Sentiment analysis enables real-time understanding of customer emotions, allowing agents to respond empathetically and tailor interactions to individual needs.

The new generative AI-powered interaction analytics suite, TP Interact, is helping the company take clients' CX and business processes to the next level. TP Interact combines enhanced analytics with the expertise of TP's in-house team of interaction consultants to provide accurate, actionable insights to business teams and deliver value in efficiency and CX improvement, resulting in revenue increases for brands. The GenAI initiative also supports backend operational excellence through predictive analytics and advanced process automation. By automating routine, repetitive tasks, TP GenAI frees up resources for higher-value activities, optimizing workforce productivity and reducing operational costs.

Frost & Sullivan is impressed with TP's approach to adopting new technologies and creating solutions that deliver tangible business outcomes immediately and tangible momentum achieved in a short timeframe.

Here is a list of the most used TP proprietary digital transformation products:

TP GenAI	Digital CX, conversational AI	GenAI platform that augments employees in their day-to-day tasks with summarization, classification, response generation, quality management, and more
StoryfAI	Productivity enhancement, automation	Machine translation engine that allows employees to handle non-voice interactions in any language
TP Interact	Analytics	Analytics solution that automates and analyzes customer interactions, providing insights into contact drivers, trends, and opportunities
TP Recommender	Analytics	Predictive analytics platform that analyzes customer buying patterns and behaviors to provide personalized product or service recommendations

TP Client	Comprehensive omnichannel platform	Platform that allows agents to interact with customers across multiple channels from one engagement hub
TP Protect	Data security	Patented solution that offers a unified interface for floor management, fraud monitoring, process adherence, and reporting
TP SVA	Digital CX	Remote video support platform that allows consumers to display technical issues via smartphone cameras, facilitating real-time assistance
TP Travel	Vertical platform	Platform that automates tasks, such as offline sales, bookings, schedule changes, refunds, reissues, and a wide range of functions across fulfilment and financial services

Source: TP

Leadership Focus Driving Sustained Regional Success

TP has consistently demonstrated its ability to establish and sustain a leadership position in the Asia-Pacific CX management market, leveraging its strategic investments, expansive footprint, and deep understanding of regional dynamics. The company's approach is centered on building market dominance in core geographies while fostering innovation and operational excellence, deepening client partnerships and propelling it ahead of its competitors.

TP operates 90 delivery centers across 11 countries in the region, serving at least 22 markets supported by a multilingual workforce fluent in 24 languages. TP employs more than 177,000 agents in the region, with a workforce of nearly 90,000 in India alone. TP has built one of the largest multicultural teams in the region, which has become an important hub for global operations.

With an unparalleled regional presence, including the growing multilingual hubs, TP has solidified its leadership through a unique Smart-Shoring model, ensuring tailored solutions for local and global clients. An effective Smart-Shoring strategy allows TP to provide tailored solutions that balance cost efficiency with cultural and linguistic alignment. With the ability to offer in-country, nearshore, and offshore delivery options, the company ensures that its services remain relevant and competitive across the diverse regional markets of its key clients. This model enhances client satisfaction and reinforces TP's position as a partner of choice for global and regional clients.

The TP Cloud Campus (TPCC) further showcases adaptability, offering remote work capabilities without compromising service quality. The TPCC model combines proprietary tools for recruitment, training, and performance management to ensure that work-from-home employees are equipped to deliver high-touch, high-quality customer interactions. The TPCC model facilitates fully remote operations, providing clients with scalable, flexible solutions that ensure business continuity and workforce engagement in a hybrid work environment, removing borders to hire the right talent. These capabilities are particularly valuable in a region as diverse as Asia-Pacific, where cultural and linguistic nuances are pivotal in customer interactions.

In 2023, TP opened Digital Lab, a center to showcase and test next-generation digital business solutions with clients in Singapore and Japan. In 2024, the company opened three new Digital Labs in Shanghai, Seoul, and Melbourne. TP Asia-Pacific continued to expand its regional footprint in 2024 in existing hubs and new locations to cater to the growing multilingual demands of its clients. Following the launch of a new site in Indonesia and one in China in 2023, the company launched four new sites in the Philippines, a new multilingual hub in Bali, and expanded across India, Malaysia, and Thailand in 2024. The company continuously evaluates its delivery footprint to enhance its ability to optimize talent across and cost competitiveness. Frost & Sullivan lauds the company’s commitment to the region.

TP reinforces its leadership in CX management services with a strong focus on Asia- Pacific, which is becoming the center of the company’s development activity, driven by its digital and analytical offerings. The 2023 acquisition of Majorel helped TP scale up its Asia-Pacific market, notably in China, Malaysia, South Korea, Thailand, and Japan. Leveraging TPCC, the company has met new business expansions and client growth. Vietnam and Cambodia are 100% Cloud Campus countries, followed by the success of Japan, which was 100% TPCC for more than 3 years. Leveraging TPCC, the company also expanded in Japan, Australia, South Korea, Indonesia, Malaysia, Thailand, and the Philippines. Frost & Sullivan believes that by deploying such solutions, TP is well positioned to expand quickly in other Asia-Pacific markets, aligning with evolving client needs.

Expanded Client Portfolio Sustains Financial Success

Frost & Sullivan recognizes TP’s impressive financial performance in Asia-Pacific and worldwide. TP achieved 5.1% like-for-like revenue growth in FY 2023 from its core services and digital integrated business services (DIBS) business from its global clients. In H1 FY 2024, growth in the core services and DIBS business was particularly strong in India (offshore services for the North American market) and the Asia-Pacific region. During this time, Asia-Pacific delivered the best performance, supported in particular by the swift ramp-up of contracts in the social media and travel verticals.

TP's financial success is a testament to its focus on the region and the continued expansion of its client portfolio in recent years, including leading global brands in communication and social media, BFSI, healthcare, consumer electronics, technology and gaming, travel and hospitality, public sector and government, retail, consumer services, restaurants, utilities logistics, and automotive, along with digital-native companies. The Majorel acquisition increased the penetration of luxury goods in Asia, especially China, and globally in the automotive industry. TP reported winning many new clients across sectors in the region while expanding service lines with existing clients. The company has forged partnerships with leading companies operating in the region by delivering superior CX and tailoring solutions to their specific needs and challenges, especially in the digital space. Such an approach continues to pay significant dividends as the company continues to win global clients that need regional services and Asia-headquartered clients with domestic and global market needs.

Brand Equity: A Legacy of Trust Built on a Drive for Excellence

TP has developed a dependable brand name in the CX management services arena through trust, creativity, and the ability to exceed client expectations. TP resonates with global and regional marquee clients because of its global presence and deep understanding of local market nuances. Its expansive reach across the Asia-Pacific region and local market expertise allows it to create culturally relevant and tailored solutions, fostering strong relations with clients and their customers.

TP is recognized for delivering outstanding CX. Its emphasis on quality through staff training, technological advances, and quality assurance procedures supports its commitment to excellence. This commitment drives tangible outcomes for clients, helping TP reinforce its brand image and business relationships. Its brand equity is bolstered by frequent awards and other recognition by industry bodies and third-party organizations.

In the realm of security, the company adheres to the highest global standards, holding certifications such as ISO/IEC 27001 for information security management, ISO/IEC 27701 for privacy information management, and HIPAA compliance, ensuring data privacy and security for its clients across sensitive industries. Certifications such as PCI DSS and HITRUST underscore its robust frameworks for safeguarding information. In terms of industry recognition, TP has been certified by organizations like COPC and received numerous accolades from leading analyst firms, highlighting its leadership in CX innovation and delivery. TP was recognized as the leader in a recent Frost Radar™: *Customer Experience Management in Asia-Pacific, 2025*.

TP also has been recognized for its dedication to its people. The company is certified as a Great Place to Work® across multiple regions, including Malaysia, China, India, and Japan, and has been listed among *Fortune* magazine's World's Best Workplaces. These accolades show its commitment to fostering an inclusive, supportive, and engaging workplace culture and strengthen its position as the partner of choice for clients and prospects.

TP's development attitude supports its position as a leader in innovation. It invests in the development of proprietary technologies, partnerships with technology/platform providers, and best-in-class facilities, including the Business Insights Lab and TPCC. These efforts to future-proof its services increase brand equity and position the company as a strategic partner for long-term results.

Customers perceive TP as reliable and consistent. Its solid security approach, industry best practices, and emphasis on compliance build customer trust. A reputation for reliability is essential for operational efficiency and data security in the CX management industry.

Conclusion

TP's multipronged go-to-market strategy focuses on global brands and leading Asian brands expanding in the region. By enhancing its digital capabilities, TP is positioned to provide an integrated, one-office service that includes CX, back-office, knowledge, and advisory services, allowing clients to meet their evolving needs efficiently.

TP's strong reputation in the born-digital space, multilingual capabilities, and growing range of services have significantly boosted its growth in the region. The ongoing expansion of service delivery locations provides right-shoring options, dedicated site offerings, and the growth of multilingual hubs, which strengthens its capacity to deliver services wherever brands require them.

With its thought leadership, service excellence, unparalleled innovation, and strong overall performance, TP earns the 2025 Frost & Sullivan Asia-Pacific Company of the Year Recognition in the CX management services industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Company of the Year Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed to create growth opportunities across the entire value chain

Visionary Scenarios Through Megatrends: Long-range scenarios are incorporated into the innovation strategy by leveraging mega trends and cutting-edge technologies, thereby accelerating the transformational growth journey

Leadership Focus: The company focuses on building a leadership position in core markets to create stiff barriers to entry for new competitors and enhance its future growth potential

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate consistent, repeatable, and scalable success

Financial Performance: Strong overall business performance is achieved by striking the optimal balance between investing in revenue growth and maximizing operating margin

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

		VALUE IMPACT	
STEP		WHAT	WHY
1	**Opportunity Universe**	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	**Transformational Model**	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	**Ecosystem**	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	**Growth Generator**	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	**Growth Opportunities**	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	**Frost Radar**	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	**Best Practices**	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	**Companies to Action**	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

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.

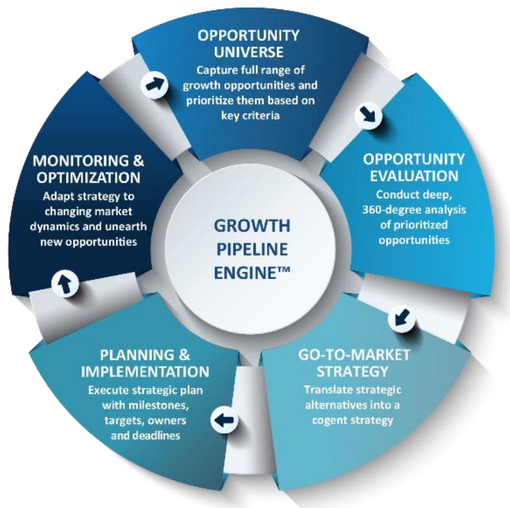
The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

Learn more.

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 6 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:

- Megatrend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)