



PRESS RELEASE

Teleperformance Launches Advanced Customer Experience Lab

PARIS, JUNE 21th, 2013 – Teleperformance, the global leader in outsourced multichannel customer experience management announced it has opened a state-of-the-art Customer Experience (CX) Lab at its award winning Multilingual Euro Hub location in Lisbon. A recent lab event showcased Teleperformance’s industry leading research and development capabilities and was attended by prominent independent business analyst firms including Frost & Sullivan, Gartner, HfS, IDC, NelsonHall and Ovum.

The Teleperformance CX Lab conducts both single market and multicultural research across selected geographies and industries by addressing specific issues related to changing customer behaviors, preferences and key satisfaction drivers. The Lab is equipped with research capabilities to measure and analyze current and future multichannel customer interaction preferences and trends in over 20 languages and across multiple channels and mobile devices.

This new and highly sophisticated marketing platform will strengthen the means to pursue the value-creation strategy of the Group. The Lab enhances added value of solutions delivered to our clients through proprietary research supporting a multichannel approach in an environment of greater mobility.

Paulo César Salles Vasques, Chief Executive Officer, Teleperformance Group commented: *“Teleperformance interacts with over 20% of the world’s population annually on behalf of the biggest brands on the planet. Customer experience expectations are quickly changing and channel interaction strategies need to keep pace. Our Teleperformance Customer Experience Lab sets a new innovation bar for our industry and is a real global differentiator for us because our clients can now take full advantage of emerging prospect and customer interaction trends to maximize the return on investment on an evolving basis.”*

Fabricio Coutinho, Chief Research and Development Officer, Teleperformance commented: *“Our Teleperformance Customer Experience Lab offers a unique advantage to Teleperformance clients regardless of industry or geography. We have unmatched capabilities to conduct proprietary customer experience research across multiple geographies, languages, cultures and sectors. The Teleperformance Customer Experience Lab evaluations help our clients better understand all the evolving satisfaction drivers and customer preferences in multichannel interactions with the client’s brand.”*



Melissa O'Brien, Business Analyst, Worldwide Customer Care BPO, IDC said: *"Teleperformance fared well on IDC's recent Customer Care BPO MarketScape, being listed as a leader in their industry space. Reviewing their overall research and development innovation approach and their new multichannel Customer Experience Lab reinforces why they will continue to be successful as a key worldwide enterprise as customer experience expectations continue to evolve."*

Stephen Loynd, Global Program Director - Customer Contact, Frost & Sullivan added: *"In recognition of industry leadership and innovation, Teleperformance has won Frost and Sullivan awards from regions all around the world. Visiting Teleperformance's Customer Experience Lab in Lisbon and learning more about the company's considerable investments in R&D through its Innovation Council, I was struck by the evolving dynamic between customer and brand, and how that will become ever more complex going forward."*

Adam Luciano, Principal Analyst, HfS Research noted: *"Teleperformance's Customer Experience Lab will enable it to jump ahead of the competition in social media, mobility and analytics. These capabilities will be a significant asset for clients looking for new ways to meet evolving customer expectations today."*

ABOUT TELEPERFORMANCE

Teleperformance, the worldwide leader in outsourced multichannel customer experience management, serves companies around the world with customer care, technical support, customer acquisition and debt collection programs. In 2012, it reported consolidated revenue of €2,347 million (\$3,028 million, based on €1 = \$1.29).

The Group operates about more than 100,000 computerized workstations, with 138,000 employees across more than 270 contact centers in 46 countries serving 78 markets. It manages programs in more than 66 languages and dialects on behalf of major international companies operating in a wide variety of industries.

Teleperformance shares are traded on the NYSE Euronext Paris market, Eurolist-Compartment A, and are eligible for the deferred settlement service. They are included in the following indices: SBF 120, STOXX 600 and France CAC Mid & Small.

Symbol: RCF - ISIN: FR0000051807 - Reuters: ROCH.PA - Bloomberg: RCF FP

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