



Teleperformance
Transforming Passion into Excellence

PRESS RELEASE

Teleperformance Bolsters Market Leadership with Opening of New Virtual Center in Dubai

Facility Featuring State-of-the-Art Technology Expands Company Reach in the Middle East



PARIS, March 5, 2015 – Teleperformance, the global leader in outsourced multichannel customer experience management, has announced the opening of a regional virtual briefing center in Dubai, United Arab Emirates, expanding the company’s footprint in the Middle East. The new facility features virtual monitoring and interaction capabilities with state-of-the-art technology for Teleperformance clients – industry leaders in telecommunications and technology – based in the region.

Located in 108 EIB - 01, Dubai Internet City, the new 250-square meter custom-built virtual office and technology center is being launched in partnership with Teleperformance Egypt, the first multinational, multichannel contact center company to open in Egypt providing outsourced customer experience management services in Egypt, Middle East, Africa and Offshore markets service in North America, UK and Europe. Teleperformance Egypt has a staff of more than 2,300 employees with capabilities to serve 106 markets and conduct programs in 25 languages.

*“Teleperformance’s opening of the Dubai office is a practical step to expand its footprint in the Middle East and better serve its multi-national clients,” said **Melissa O’Brien, Research Analyst, Worldwide Customer Care BPO Services, IDC.** “Its already robust Egyptian presence will serve as a complementary delivery center for the growing Dubai market. The virtual nature of the Dubai office will help clients to be connected with its representatives in meaningful way, while saving the time and money associated with traveling to delivery sites.”*

The new Teleperformance virtual office in Dubai will enable Teleperformance clients in the Middle East to monitor customer service work taking place at the multichannel, multilingual contact center in Cairo. Clients will be able to view all workstations, listen to customer service calls and observe high-quality customer experience management in real time using Teleperformance’s new Observer tool.

*“During a week in which Sheikh Mohammed bin Rashid was talking about sustaining innovation to drive change, I was struck by how Teleperformance is innovating to get closer to its clients here in Dubai,” said **Stephen Loynd, Global Program Director, Frost & Sullivan.** “While Teleperformance Observer makes things easier for those clients, it also may be a way to humanize the business.”*

*“The expansion into Dubai caps a banner 12 months for Teleperformance and is a natural evolution in the firm’s expansion strategy within the Middle East,” said **Jens Butler, Principal Analyst, Ovum.** “A most notable component of the announcement is the disruptive engagement platform that is called TP Observer – this is not just a technology, it is a solution that has the potential to improve the customer experience at a number of levels. With Teleperformance being the ‘customer experience’*

company, it provides the opportunity to not only bring customers closer to their agents, but it enables a far more regular, targeted and intimate engagement and training experience that has the potential to enhance the agent/customer delivery and thus overall customer outcomes.”

“We’re proud to open the new Teleperformance virtual center in Dubai that has been especially designed to enhance our longstanding relationships with Teleperformance clients based in the Middle East and enable them to observe the excellent customer experience that we deliver everyday on their behalf,” said Yannis Tourcomanis, CEO, Teleperformance CEMEA region. “Our new state-of-the-art virtual facility is evidence of the Teleperformance commitment to excellence and maintaining a culture that values integrity, effective leadership and hard work, creating a differentiated experience for clients and the people they serve.”

“The opening of our new Teleperformance office in Dubai will play an integral role in driving Teleperformance growth in the Middle East while demonstrating our commitment to optimize results and meet the diverse and complex needs of our clients in the Region,” said Paulo César Salles Vasques, CEO, Teleperformance Group. “We treat our clients’ business like our own business and our investment in a new facility with cutting edge technology connecting clients to their Teleperformance customer service teams – no matter where they serve them – shows our dedication to delivering innovative solutions for our clients.”

ABOUT TELEPERFORMANCE GROUP

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 2014, it reported consolidated revenue of €2,758 million (\$3,665 million, based on €1 = \$1.33).

The Group operates around 135,000 computerized workstations, with more than 182,000 employees across around 270 contact centers in 62 countries and serving more than 160 markets. It manages programs in 75 languages and dialects on behalf of major international companies operating in a wide variety of industries.

Teleperformance shares are traded on the Euronext Paris market, Compartment A, and are eligible for the deferred settlement service. They are included in the following indices: STOXX 600, SBF 120, Next 150, CAC Mid 60 and CAC Support Services.

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

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