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TELEPERFORMANCE SE SWOT & PESTLE ANALYSIS

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Company Name : Teleperformance SE

Company Sector : Digital Services

Operating Geography : France, Europe, Global

About the Company :

Teleperformance SE is a global leader in outsourced omnichannel customer experience management services. Founded in 1978 and headquartered in Paris, France, serving clients from various industries, including telecommunications, financial services, technology, healthcare, and more. With a vast presence, Teleperformance conducts its activities in 91 countries and supports customer interactions in more than 300 languages. Serving approximately 170 markets, the company caters to a diverse range of industries and clients. Its dedication to delivering exceptional customer experiences has earned Teleperformance nearly 1,200 clients worldwide, solidifying its position as a leading player in the customer experience industry. In 2022, Teleperformance further strengthened its global presence by expanding activities to three new countries: Belgium, Belize, and Mauritius. Teleperformance offers a wide range of customer experience solutions, including customer care, technical support, sales, and back-office services. The company leverages advanced technologies and data analytics to deliver exceptional customer interactions and drive business growth for its clients. As of 2023, with a workforce of over 410,000 employees, Teleperformance places great importance on workplace well-being and the integration of ESG practices. Approximately half of its employees currently enjoy the flexibility of working from home. This strong commitment to employee welfare and sustainability practices has earned Teleperformance recognition, ranking No. 11 out of over 10,000 companies assessed in Fortune Magazine's Top 25 Best Workplaces in partnership with Great Place to Work. This acknowledgment further validates the company's dedication to fostering a positive and inclusive work environment for its diverse global workforce.

Teleperformance's unique selling proposition lies in its global leadership in customer experience management services, with a vast presence in 91 countries, catering to diverse industries. The company's mission is to be the undisputed global leader in digital integrated business services, focusing on sustainable growth and exceptional customer experiences while prioritizing workplace well-being and responsible ESG practices. Teleperformance envisions a future where it maintains its position as a leading industry force, achieving revenue exceeding 10 billion by 2025, creating a positive work environment, and driving positive change in the global business services landscape.

Revenue :

8,154 million - FY ending 31st December 2022 (y-o-y growth 14.6%)

7,115 million - FY ending 31st December 2021

SWOT Analysis :

The SWOT Analysis for Teleperformance SE is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Wide geographic presence, serving globally with operations in 91 countries. 2.Premier global leader in outsourcing for exceptional customer & citizen experience. 3.Diversified client base in 170 markets with nearly 1,200 clients. 4.Robust revenue growth with a CAGR of over 14% in the past 5 years. 5.High employee satisfaction levels with an average trust index score of 79%. 6.Best-in-class technology, automation & predictive models driving CX. 	<ul style="list-style-type: none"> 1.Data protection is a challenge due to high reliance on digital technologies. 2.Navigating diverse regulations & cultural differences in multiple countries poses operational complexities.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expand its market in retail & e-commerce segment with the growing demand. 2.Enhance value creation & business model through strategic acquisitions for growth & diversification. 	<ul style="list-style-type: none"> 1.Operating in the industry with a high employee attrition rate. 2.Intense competition from many established players vying for significant market share.

PESTLE Analysis :

The PESTLE Analysis for Teleperformance SE is given below:

Political	Economical
<p>1.Border closures by China & Russia-Ukraine war induced uncertainty in visa application management services</p> <p>2.Brexit presented development opportunities due to significant travel & migration.</p>	<p>1.Increase in U.S minimum wage rates may result in high salary costs</p> <p>2.Inflationary pressures may impact financial stability of customer segments, potentially impact business growth.</p>
Social	Technological
<p>1.Gen Z & urbanization drive remote work & digital collaboration tool adoption, enhancing flexibility & productivity.</p>	<p>1.Rising automation needs & digital transformation led to rapid growth of BPO market</p> <p>2.Increased focus on regulating digital platforms requires advanced technology solutions for compliance with EU's DSA.</p>
Legal	Environmental
<p>1.Compliance with recently enforced CCPA & GDPR regulations is critical to avoid allegations & reputational damage.</p>	<p>1.TP Cloud Campus promotes social inclusion by expanding job opportunities through remote work</p> <p>2.Collaborated with UNICEF & NGO supporting educational programs & engaging stakeholders in reforestation.</p>

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We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

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Client Support:
support@swotandpestle.com