



Teleperformance WAHA CMS Services

Vendor Assessment
Report Abstract

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By Mike Cook
CMS Analyst
NelsonHall

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Who Is This Vendor Assessment For?

NelsonHall's WAHA CMS profile on Teleperformance is a comprehensive assessment of Teleperformance's WAHA CMS offerings for organizations and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of customer management services (CMS) to serve organizations and identifying vendor suitability for CMS RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the support services sector.

Key Findings & Highlights

Teleperformance started its WAHA practice in 2006; at this stage it shifted fifty top performing agents from its brick and mortar operations in Columbus and Salt Lake City to a work from home environment. Following this, Teleperformance began a dedicated WAHA hiring practice in order to target specific WAHA dedicated agents, and by mid 2009 its WAHA operations had grown to 200 agents. At this stage Teleperformance was operating on a hub and spoke model.

Nearer the end of 2009, Teleperformance was looking to move to a partial virtual WAHA environment and partnered with virtualwirks, a distributed work consulting and leadership firm. At the same time, Teleperformance acquired a WAHA pure play, The Answer Group (TAG), with ~500 WAH agents; TAG was integrated into Teleperformance from 2009 to 2012.

At this stage, Teleperformance was operating on a 50/50 virtual and hub and spoke basis, and the goal was to move all WAHA functions to a virtual model, so Teleperformance has invested in enhancing its processes, platform and leadership; by Q3 of 2014, Teleperformance had achieved its goal of moving to a fully virtual model.

Currently Teleperformance has >800 WAHA agents supporting nine clients in the U.S. and is aggressively moving into international geographies, heading into 2015.

The company's goal is to double current WAHA revenues by 2015, without having cannibalized support from its brick and mortar operations.

Scope of the Report

The report provides a comprehensive and objective analysis of Teleperformance's WAHA CMS capabilities, and market and financial strength, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, weaknesses, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Key client case studies
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery locations.



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Report Length

9 pages

Report Author

Mike Cook

mike.cook@nelson-hall.com

WAHA CMS Services Vendor Assessments Also Available for:

LiveOps

Sitel

Firstsource

Sykes

Sutherland.