

SINGAPORE, Oct. 7, 2013 /PRNewswire/ -- Teleperformance will receive the Frost & Sullivan Asia Pacific Customer Value Enhancement Award for their achievements in Contact Centre Outsourcing Solutions at the 2013 Frost & Sullivan Asia Pacific Best Practices Awards to be held on the 17th of October at the St Regis Hotel, Singapore.

The contact center outsourcing industry in Asia Pacific was estimated to have reached US\$18.74 billion in 2012 with more than 950,000 seats operating within the region. The overall outsourcing market is expected to grow at a 9.9 percent compound annual growth rate (CAGR) and is forecasted to be worth nearly US\$33 billion by 2017. Through provision of premium services that are aligned with client requirements, Teleperformance has certainly distinguished itself in the highly competitive Asia Pacific contact center outsourcing sector.

Its emphasis on quality and ROI makes it a leader in its industry. One such service would be its 'Unwired Magic Suite' (UMS) solution, developed by the Teleperformance team in India. A knowledge-based tool, this global solution is also a supplementary technical support add-on that can be integrated into a telecom operators' existing contact center operating system. A reliable alternative to printed manuals with no predictive search capabilities, UMS offers a virtual, quick access simulator for thousands of phones. This allows customers to be guided through the solution relatively efficiently, quickly, and easily.

Today the UMS solution has helped to improve the overall telecom customer experience in India for over 400 million subscribers and offers support for the entire range of operating systems, from smartphones to economy phones. As such, UMS offers connectivity support; support for most-used smartphones globally; PC connectivity support; application support; and data card support.

"The launch of Teleperformance's 'Unwired Magic Suite' solution, which integrates the simulated environment of various mobile devices as well as their knowledge-based information, is a unique and neat solution to many of the current dynamics and challenges impacting customer support today," said Krishna Baidya, Research Manager for Frost & Sullivan's Asia Pacific Information and Communication Technologies practice.

Now in its sixth consecutive year, the Frost & Sullivan Asia Pacific Best Practices Awards recognizes companies across industries, commending their diligence, commitment, and innovative business strategies required to advance in the global marketplace.

The Frost & Sullivan Customer Value Enhancement Award is presented each year to the company that has demonstrated excellence in implementing strategies that proactively create value for its customers. This award recognizes the company's focus on enhancing the value that its customers receive, beyond simply good customer service, leads to improved customer retention, and ultimately customer base expansion.

Frost & Sullivan identifies these outstanding companies in the regional and global markets through in-depth interviews, market analysis, performance measurements, and benchmarking of market participants to bring unique best practices to the forefront.

For more information, please visit <http://www.apacbp-awards.com/>

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