

Teleperformance, Inc.

Introduction

This case study of Teleperformance, Inc. is based on an April 2016 survey of Frost & Sullivan Executive MindXchange customers by TechValidate, a 3rd-party research service.

Challenges

The business challenges that led the profiled company to evaluate and ultimately select Frost & Sullivan Executive MindXchange:

- Finds traditional trade shows and conferences are plagued by the following sponsor challenges:
 - Transient audiences that drive few relationships
 - Limited networking and dull activities, resulting in lack of touch points with participants
 - Poor communication & customer service by organizers
 - A lack of true decision makers in attendance
 - A lack of ROI
- Agreed that the root causes of the demand generation activities that failed to deliver a return in the last 24 months were:
 - Due to the lack of timely follow-up by the sales team
 - Due to the lack of an integrated marketing strategy (which produced a short shelf-life)

Use Case

The key features and functionalities of Frost & Sullivan Executive MindXchange that the surveyed company uses:

- Reasons the Frost & Sullivan Executive MindXchange are unique and valuable.
 - Positioning of vendors as peers
 - The ratio of decision makers in attendance
 - An environment that fosters relationship building
 - Nonstop networking
 - Access & Time to Meet with True Decision Makers
- They agree that Frost & Sullivan's Executive MindXchange is the best sponsorship investment in the market.
- Chose Frost & Sullivan as a trusted marketing partner for the following reasons:
 - Ability to reach our target audience
 - End-to-end solutions that focus on the return
 - Access to analysts/industry thought leadership
 - Best-in-class program management and support

Results

The surveyed company achieved the following results with Frost & Sullivan Executive MindXchange:

- Generated 15 relationships with decision makers as a result of the Frost & Sullivan Executive MindXchange.
- Ability to generate ROI is 10 times as likely at the Frost & Sullivan MindXchange vs other events.
- Would very strongly recommend sponsorship of the Frost & Sullivan MindXchange to a peer.
- Generated a return that was 25 times the investment as a past sponsor.

Company Profile

Company:
Teleperformance, Inc.

Company Size:
Large Enterprise

Industry:
Professional Services

About Frost & Sullivan Executive MindXchange

Frost & Sullivan enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership.

The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies.

Learn More:

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