



## Press Release

### Teleperformance Nordic CEO to speak on channel strategies that manage brand value

Recently appointed Chief Executive Officer of Teleperformance Nordic Jonas Berggren will be speaking at Kundeservicedagene in Oslo on Friday 30<sup>th</sup> January.

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**STOCKHOLM, 27 JANUARY 2015** – Jonas Berggren, CEO of Teleperformance Nordic, part of Teleperformance Group, the worldwide leader in outsourced multi-channel customer experience management, will be a featured speaker at Kundeservicedagene 2015 to be held this week.

Jonas will be sharing his thoughts around channel strategies in managing brand value from a local, regional and global perspective.

*“Most of our clients which are well known brands globally and locally need to stay focused on their core business, and we are proud to be able to partner with them in servicing their customers within the different channels,” said Jonas Berggren. “Due to the rapid changes in technology and customer engagement, outsourcing of the customer service function has evolved into a strategic partnership, where we need to constantly work with companies to find ways to optimize the customer experience. For example, with the help of our tools such as Teleperformance Analytics, we can analyze data so as to predict customer behavior and define the best strategy for the company.”*

According to a Teleperformance analysis, 50% of Interbrand’s™ ‘Best Global Brands 2014’ are current clients of the group. Interbrand™ is widely recognized for its annual Best Global Brands report, the definitive guide to the world’s most valuable brands.

Jonas will be speaking at 2.15pm CET in Oslo, Norway.

Kundeservicedagene is a two day event in Norway and is one of the biggest industry events of the year for the region.

The event will be held on 29<sup>th</sup> and 30<sup>th</sup> January 2015.

## ABOUT TELEPERFORMANCE

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 2013, it reported consolidated revenue of €2,433 million (\$3,236 million, based on €1 = \$1.33). The Group operates around 135,000 computerized workstations, with more than 175,000 employees across around 270 contact centers in 62 countries and serving more than 150 markets. It manages programs in 63 languages and dialects on behalf of major international companies operating in a wide variety of industries. For further information, please visit the Teleperformance website at [www.teleperformance.com](http://www.teleperformance.com).

## CONTACTS

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