



F R O S T & S U L L I V A N

CUSTOMER VALUE LEADERSHIP



Best Practices Criteria for World-Class Performance

Business Impact

Financial Performance
Customer Acquisition
Operational Efficiency
Growth Potential
Human Capital

Customer Impact

Price/Performance Value
Customer Purchase Experience
Customer Ownership Experience
Customer Service Experience
Brand Equity

The company demonstrates a strong overall performance

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As one of the rising stars in the nearshore space, this company demonstrates that sustained rapid growth is possible. By continuously expanding into new geographies to extend its reach while preserving the agility and C-Level involvement of smaller firms, itel has become a formidable provider for U.S. customers.

With its strong overall performance, itel earns Frost & Sullivan's 2022 Nearshore (Americas) Customer Value Leadership Award in the customer experience outsourcing services market.

- Sebastian Menutti, Industry Principal

In the half-century since its founding, Frost & Sullivan has become a widely recognized leader in the growth consulting industry - A Global Growth Partnership Company.

Best Practices Award Recognition

Best Practices Awards recognize companies demonstrating outstanding achievement and superior performance. The Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.