



## **Startek Named 'Malaysia BPO Service Provider of the Year Award' 2019 by Frost & Sullivan**

September 5, 2019

GREENWOOD VILLAGE, Colorado and MUMBAI, India, Sept. 5, 2019 /PRNewswire/ -- Startek, Inc. (NYSE: SRT), a global provider of customer experience management solutions, was recently named the Frost & Sullivan Malaysia BPO Service Provider of the Year 2019. This accreditation acknowledges Startek for its world-class operations and commitment to provide extraordinary customer experiences across Asia Pacific markets.



The recipients of the annual Frost & Sullivan Malaysia Excellence Awards were based on in-depth research conducted by Frost & Sullivan's analysts. The nominated companies were evaluated on a variety of actual market performance indicators including revenue growth; market share and growth in market share; leadership in product innovation; marketing strategy and business development strategy. Startek has been the recipient of the Malaysia BPO Service Provider of the Year recognition for 4 years now.

Lance Rosenzweig, president and global CEO, Startek, said, "Receiving the Malaysia BPO Provider of the Year award is a great honor, and reflects our excellence in delivering extraordinary customer experience solutions. Malaysia is an important growth market for Startek and we are excited about our future in the region as we enable our clients across Asia to easily scale and grow their businesses."

Shivaji Das, Partner & MD, Frost & Sullivan Asia-Pacific said that the company is proud to recognize Startek for its achievements and congratulated Startek on being named 'Malaysia BPO Service Provider of the Year' 2019.

Startek Malaysia provides multi-channel and multi-lingual Customer Experience Management services across domestic and international markets such as Singapore, Japan, Korea, Thailand, Indonesia, Australia, North America and Far East.

The company also increased its capacity in Malaysia to over 3,500 employees, supporting large and mid-sized organizations with customer management, finance & accounting and social, mobile, analytics, and cloud (SMAC) enabled business process management solutions.

Rajiv Ahuja, global chief operating officer at Startek, commented, "This recognition is an endorsement of our unrelenting focus on a customer-centric business model, building long-term partnerships with our clients, and our team who has built a world-class operation."

### **About Frost & Sullivan**

For over five decades, Frost & Sullivan has become world-renowned for its role in helping investors, corporate leaders and governments navigate economic changes and identify disruptive technologies, Mega Trends, new business models and companies to action, resulting in a continuous flow of growth opportunities to drive future success.

### **About Startek**

Startek is a leading global provider of technology-enabled business process outsourcing solutions. The company provides omni-channel customer experience management, back office and technology services to corporations around the world across a range of industries. The company has more than 45,000 outsourcing experts across 54 delivery campuses worldwide that are committed to delivering transformative customer experiences for clients. Services include omnichannel customer care, customer acquisition, order processing, technical support, receivables management and analytics through automation, voice, chat, email, social media and IVR, resulting in superior business results for its clients. To learn more about Startek's global solutions, please visit [www.startek.com](http://www.startek.com).

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