



## TaskUs Named a Major Contender in Everest Group's B2B Sales Services PEAK Matrix® Assessment 2024

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NEW BRAUNFELS, Texas--(BUSINESS WIRE)--Jan. 13, 2025-- [TaskUs, Inc.](#) (Nasdaq: TASK), a leading provider of outsourced digital services and next-generation customer experience to the world's most innovative companies, was recognized as a Major Contender in Everest Group's Sales Services PEAK Matrix® Assessment 2024. The recognition reflects the company's strengths in sales services, client mix, investments in digital tools, robust partner ecosystem, extensive talent management, and recruitment capabilities, development of TaskGPT (a platform and suite of gen AI products that streamline customer service operations), and wide delivery footprint with multilingual support.

TaskUs' placement as a Major Contender in the Everest Group's Sales Services PEAK Matrix® Assessment 2024 reflects its high measures for market impact, including portfolio mix and value delivered, and vision and capability, including strategy, scope of services offered, and innovation and investments. The Assessment spotlights the company's key sales services investments, proprietary solutions, partnerships, sales services clients, and ESG initiatives.

"TaskUs has been recognized as a Major Contender in Everest Group's B2B Sales Services PEAK Matrix® 2024. It offers a comprehensive range of sales services, including lead generation and qualification, e-commerce support, cross-sell and up-sell, retention and renewals, among others. These services are delivered through its P4 Framework, which combines People, Process, Platforms, and Performance to build expert teams, optimize workflows, leverage advanced technology, and drive measurable outcomes," says Divya Baweja, Practice Director at Everest Group.

"TaskUs has also developed TaskGPT, a platform, and suite of generative AI products, and invested in digital tools such as TaskMate, which provides real-time consultative support, as well as LevelUp, a real-time gamification solution that supports cross-selling efforts. Furthermore, to train and upskill its agents, TaskUs has established a dedicated Sales Academy."

"Receiving recognition from the Everest Group as a leader in B2B sales services highlights our team's unwavering dedication and the trust we've built with our expanding global client base," said Phil Hernandez, VP of Sales Services at TaskUs. "Our success is rooted in delivering exceptional value by tailoring and optimizing clients' GTM sales strategies and supporting the entire customer lifecycle through modern, digitally connected CX solutions."

TaskUs was also recently recognized as a Leader in Everest Group's [Trust and Safety Services PEAK Matrix® Assessment 2024](#), [Data Annotation and Labeling \(DAL\) PEAK Matrix® Assessment 2024](#), and [FCC Operations PEAK Matrix® Assessment 2024](#).

[The full report can be found here.](#)

### About TaskUs

TaskUs is a leading provider of outsourced digital services and next-generation customer experience to the world's most innovative companies, helping its clients represent, protect, and grow their brands. Leveraging a cloud-based infrastructure, TaskUs serves clients in fast-growing sectors, including social media, e-commerce, gaming, streaming media, food delivery and ride-sharing, Technology, FinTech, and HealthTech. As of September 30, 2024, TaskUs had a worldwide headcount of approximately 54,800 people across 28 locations in 12 countries, including the United States, the Philippines, and India.

### About Everest Group

Everest Group is a leading global research firm helping business leaders make confident decisions. Everest Group's PEAK Matrix® assessments provide the analysis and insights enterprises need to make critical selection decisions about global services providers, locations, and products and solutions within various market segments. Likewise, providers of these services, products, and solutions, look to the PEAK Matrix® to gauge and calibrate their offerings against others in the industry or market. Find further details and in-depth content at [www.everestgrp.com](http://www.everestgrp.com).

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