

Press Release



October 29, 2015
transcosmos inc.

transcosmos Establishes “Ho Chi Minh Center,” 190 Workstation Operation Base in Ho Chi Minh City, Vietnam

The Base Will Be Providing Domestic Contact Center Services for Vietnam, as Well as Website Production and Operation Services for Japan

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda; TSE First Section: 9715; hereafter, transcosmos) has established the “Ho Chi Minh Center” operation base in Ho Chi Minh City, Vietnam. The center, which began business operations in June of 2015, mainly provides domestic contact center services for Vietnam and website production and operation services for Japan. An opening ceremony was held on October 23.

transcosmos established the Hanoi center in March 2014 and has been providing contact center and BPO services for Vietnam and overseas locations since July of the same year. It has also been providing off-shore services for design and development support in fields including automobile and aircraft manufacturers, as well as the construction and social infrastructure industries. This time, a new base has been established to expand contact center operations for the rapidly growing Vietnam market, and to strengthen operational structures for website production and system development for Japan.

The newly established “Ho Chi Minh Center” is located on Cong Hoa Street close to Ho Chi Minh City’s Tan Son Nhat International Airport, and because of the surrounding residential neighborhood it is a suitable area for the hiring of employees.

- Domestic contact center services for Vietnam

Since a two-base organization including Hanoi and Ho Chi Minh City is common for providing services to the domestic market of Vietnam, the “Ho Chi Minh Center” was established following the Hanoi Center. The digital telephone exchange (PBX) of the contact center is linked with the Hanoi Center via a network with the aim of providing BPO services. This includes services such as customer support for manufacturers, banks and E-Commerce websites; BtoC business acquisition type outbound services for the credit card, insurance and real estate industries; and BtoB business appointment setting, merchandise sales operations and sales back-office support for the office equipment and consumer goods industries.

- Website production and operation services for Japan

These services provide CMS operations, website display verification, coding using components, application operation verification and multi-language translation for global websites. Similarly, by also collaborating with Indonesia (Jakarta) and the Philippines (Manila), it actualizes website production, development and acquisition of operations personnel with fast and high quality operations at low cost. There are also plans to collaborate with TRANSCOSMOS TECHNOLOGIC ARTS CO. LTD, which was established in November of 2014 and provides services centered on operations such as system package and smartphone application development. The enhancement of digital marketing services such as these will also lead to the expansion of services toward “Global E-Commerce One-stop Services” which will be able to implement E-Commerce support for the Vietnam market in the future.

-“Ho Chi Minh Center” Overview

Location:	8F, SCETPA Building, 19A Cong Hoa Road, 12 Ward, Tan Binh District, Ho Chi Minh City
Site area:	560 square meters
Number of workstations:	190 workstations
Supported languages:	Vietnamese, Japanese, English
Provided services:	Domestic contact center services and BPO services for Vietnam Website production and operation services for Japan



An opening ceremony was held on October 23, and the following comments were received from Mr. Cedric Blum, VP Regional Head of Customer Service, Recess group (Lazada e-commerce site)

• Comments of Mr. Cedric Blum

“From Lazada, we recognized transcosmos as a global player in the Customer service industry, so we have already given our great credit to you, this was proven by the cooperation of transcosmos to Lazada not only in Vietnam but earlier in Indonesia with about 100 agents, Vietnam started in June with about 30 agents and Thailand is about to launch the service for us as well. From this perspective, we are keen on giving the CC services to transcosmos based companies in the ASEAN in every market that we are active. I wish transcosmos every success in the ASEAN in general and in Vietnam in particular. We look forward to expanding our service with you soon.”

• Comments of Mr. Koichi Iwami

“The Vietnam market is full of potential with a population of 92.5 million, an average employee age of 29, and a continuous high level of growth within an economic GDP of 6.5% predicted for 2015. Because of this robust domestic market, transcosmos recognizes an opportunity to grow our business by creating a contact center focusing on BPO, digital marketing, and e-commerce in Ho Chi Minh, where many of our valued clients are also located. We expect to grow our business through 2018 with sales of 2 billion yen and a workforce of 2,000 employees.”

In addition, transcosmos Vietnam representative Yohei Komura commented as follows.

“transcosmos started business in Hanoi in July 2014, and currently employs 220 employees. We will let our Japanese client-centric offshore services such as engineering support, non-voice contact center, and website creation, grow steadily. We also aim to expand further into the Vietnam domestic contact center service, as well as begin offering BPO and digital marketing services.”



* transcosmos is a registered trade name or trademark of transcosmos inc. in Japan and other countries.

* Other company names and product or service names mentioned are registered trade names or trademarks of various other companies.

About transcosmos inc.

transcosmos launched operations in 1966. Since then we have combined superior “human resources” with up-to-date “technological” capabilities to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers Cost Reduction Services (Contact Center, HR/Financial/Sales Back Office, Order Management/SCM, System Development/Management etc.) and Sales Expansion Services (Big Data Analysis, Internet Advertising, Website Construction/Management, Smartphone/SNS Utilization, Telemarketing etc.). transcosmos continues to pursue operational excellence by providing these services through our 152 locations in 25 countries with a focus in Asia. Furthermore, following the expansion of E-Commerce market on the global scale, transcosmos provides a comprehensive, one-stop global E-Commerce service to deliver our clients' excellent products and services to consumers in 36 countries. transcosmos aims to be the “Global BPO Partner” of our clients to provide them with high quality BPO services on a global scale.

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