

# Press Release



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transcosmos inc.

## **transcosmos opens a new contact center in Changsha City, Hunan Province, China Aims to promote employment and enhance its marketing competitiveness in Central China**

Shanghai transcosmos Marketing Services Co., Ltd. (Headquarters: Shanghai, China; CEO: Eijiro Yamashita; transcosmos China), a wholly-owned subsidiary of transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda), opened a new contact center “Changsha Center” in the Changsha National High-Tech Industrial Development Zone, Changsha city, Hunan province, China. On January 19, 2018, Changsha Center held an opening ceremony inviting guests that include Mr. Chen Daqing, Member of CPC Work Committee and Dupty Officer of Administrative Committee, Changsha High-Tech Zone, and Mr. Li Daqun, Head of Key Project Investment Bureau of Changsha High-Tech Zone, Mr. Zhou Wei, Deputy Head of the Bureau, and transcosmos’s partner companies.



From left : Mr. Xia Lifeng, CEO of Changsha CEC Software Park, Mr. Dai Xiangtao, Chairman of Changsha CEC Software Park, Mr. Eijiro Yamashita, CEO of transcosmos China

Due to the recent surge in the cost of living in the metropolitan areas along with the rapid growth of the Chinese economy and various social welfare programs mapped out by Tier II and Tier III cities, people are now flowing into those cities from Tier I cities. Acknowledging this trend, transcosmos started to expand its business into Tier II and Tier III cities in order to secure employment and boost its marketing competitiveness. Located in the central and western part of China, Changsha, the capital of Hunan province and a designated historical and cultural city, claims to have one of the best cultural backgrounds and talent pools in China.

Opened as transcosmos’s 8th contact center in China, Changsha Center provides leading-edge contact center services including chat support for the global leading e-commerce / B2B online trading platforms, and telesales service for a major online financial enterprise.

“We are very grateful to have transcosmos, a global BPO company with a 52-year history, in Changsha.” Mr. Chen Daqing, Member of CPC Work Committee and Dupty Officer of Administrative Committee, Changsha High-Tech Zone, said at the opening ceremony. “For the past several years, the Chinese outsourcing services industry has been receiving strong support from the government and drawing the attention of various companies. Acting as a center in the Chinese outsourcing services demonstration area and a representative of the Changsha outsourcing industry, Changsha High-Tech Zone is leading the growth of the industry. The opening of transcosmos Changsha Center is a great opportunity for us to further deepen the collaboration between the government and major companies in the industry, facilitate the opening and sharing of international resources, innovate and offer new science & technology and service models whilst strengthening exchange and cooperation with global investment firms in order to achieve mutual benefit and growth.”

“Taking a comprehensive view of Changsha, including educational and human resources, investment climate and growth potential, we have decided to open the Changsha Center in the CEC Software Park.” Eijiro Yamashita, CEO of transcocosmos China said. “The opening of Changsha Center showcases our statement that our contact center business has now officially made inroads into Central China. transcocosmos China continues to deliver high quality, high value-added services that help clients expand sales whilst reducing costs.”

■ **“Changsha Center” Overview**

Location : Changsha CEC Software Park, High-Tech Industrial Development Zone, Changsha City, Hunan Province, China

Supported language : Chinese

Services : Chat support, inbound calls, outbound calls



Since transcocosmos China launched its operations in Shanghai in 2006, the company has continued expanding its business, and now has as many as 8 service bases in 5 cities in China - 4 in Shanghai, 1 in Beijing, Tianjin, Hefei, and Changsha, as well as branch offices in Shenzhen and Taipei. transcocosmos China offers extensive services ranging from e-commerce one-stop services, to digital marketing services, to system development services for over 60 prominent Chinese and global companies.

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**About transcocosmos inc.**

transcocosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcocosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost reduction through our 170 locations across 33 countries with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcocosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients’ excellent products and services to consumers in 49 countries around the globe. transcocosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment.

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