

Press Release

November 29, 2018

transcosmos inc.

transcosmos Korea, Inc.

transcosmos Korea becomes the first Excellent Award winner of the Republic of Korea Excellent Reading Culture Business Certification Program in the BPO industry

Aims to enhance competitiveness and grow as a company by instilling a reading culture among employees

At the 5th Republic of Korea Excellent Reading Culture Business Certification Awards, which was held on October 23, 2018, transcosmos Korea, Inc. (headquartered in Seoul, Republic of Korea; President and COO: Kwon Sang-chuel; transcosmos Korea), a business process outsourcing provider in the Republic of Korea and a subsidiary of transcosmos inc. (headquartered in Tokyo, Japan; President and COO: Masataka Okuda), was officially certified as the first in the BPO industry. The company also won the Excellent Reading Culture Business Award.



In order to satisfy the needs of clients and customers through diverse and smart communication, the growth of both employees and the company is crucial. Based on this theory, transcosmos Korea advocates the slogan “Survive as an active learner” - in other words, “only who read books survive the competition” - in order to drive the growth of all employees. Under the corporate slogan, transcosmos Korea is actively working on instilling a reading culture among its employees with the aim of sharpening their intellect and broadening horizons.

In 2016, transcosmos Korea established its own libraries in Seoul and Busan that have 2,800 books. It also regularly holds special lectures by inviting book specialists and authors for employee development. In addition, transcosmos Korea focuses on developing bibliotherapists who can care for employees suffering from emotional labor.

transcosmos Korea was officially certified and won the award since it was highly recognized for these various activities. Taking this opportunity, transcosmos Korea will step up to enhance its reading culture at the workplace and aid the growth of all employees through conducting diverse activities so that they will be able to deliver high-quality services to their clients around the globe based on their understanding of clients' businesses and needs.



Kwon Sang-chuel, President and COO of transcosmos Korea at the award ceremony (third from the right)

■ About Excellent Reading Culture Business Certification Program (<http://www.nbp.or.kr> and <https://www.readin.or.kr>)
 Co-sponsored by the Ministry of Culture, Sports and Tourism and the Publication Industry Promotion Agency of Korea, the Excellent Reading Culture Business Certification Program was established in 2014. For the purpose of encouraging a reading culture and expanding the culture in companies and local communities alike, the ministry and the agency aim to discover companies with a proven record in fostering reading habits through this program and certify those qualified companies under the name of the Ministry of Culture, Sports and Tourism. The certification program is organized and led by Seoul Business News and the Presidential Council on Nation Branding.

The certification process involves two steps. First, applicants go through a document screening process and those who successfully pass the initial screening can proceed to the second step. The second step involves on-site evaluation and presentations that are judged by the expert review panel that consists of experts from a wide spectrum of fields such as publishing, library, media, and business. The panel focuses its attention primarily on the infrastructure built for encouraging Workplace Reading Culture, level of CEO's engagement, and other related activities such as holding reading circles and author lecture series.

This year marks the 5th anniversary of this event and a total of 220 companies (including re-certified companies) have been certified and awarded to date. Corporate awareness and participation in the Business Reading Culture initiatives are expected to rise going forward as the outcomes of this initiative lead to a stronger competitiveness over the long-term.



■ 2018 Excellent Award of the Republic of Korea Excellent Reading Culture Business Certification

■ Excellent Reading Culture Business Certification by Ministry of Culture, Sports and Tourism

About transcosmos Korea, Inc.

transcosmos Korea, a subsidiary of transcosmos inc., offers extensive professional business process outsourcing (BPO) services that include contact center services, chat services, field services, direct mail (DM) services, direct sales (DS), and internet promotion services (IPS) for businesses in the South Korean market.

Established: May, 2001
 Number of bases: 14
 Number of employees: 7,600 (approximate)
 URL: <http://www.trans-cosmos.co.kr/>

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

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About transcosmos inc.

transcosmos 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. transcosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 172 locations across 31 countries with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos 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. transcosmos 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. Visit us here <https://www.trans-cosmos.co.jp/english/>

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