

# Press Release



October 30, 2019  
transcosmos inc.

## transcosmos receives “China Best Contact Center - Intelligent Service Application Award,” at the “Golden Voice Award,” a prestigious award in the Chinese call center industry

### Highly recognized for its abundant success stories in the contact center business

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), is delighted to announce that the company received “2019 China Best Customer Contact Center - Intelligent Service Application Award” at the “The 12<sup>th</sup> Golden Voice Award: 2019 China Best Customer Contact Center & Customer Experience Award Ceremony” held on October 28, 2019, in Zibo city, Shandong Province.



Rain Zhang, General Manager of Contact Center Business Unit at transcosmos China (right) attended the award ceremony. At the summit forum, Rain Zhang discussed the policies and trends in the contact center business as a special guest.

This year marks the 12<sup>th</sup> anniversary of the “Golden Voice Award,” which is co-hosted by 51Callcenter and Zibo Municipal People’s Government of Shandong Province, and directed by the Ministry of Industry and Information Technology and the Ministry of Commerce of the People’s Republic of China. Prominent contact centers and CRM companies compete for the award, which is akin to the “Oscars” for this industry. Over 900 companies submitted entries for this year’s event which was held under the theme of “Big Data and Excellent Customer Experience in the Age of Artificial Intelligence (AI).” After going through rigorous screening, including an initial evaluation by the award review committee, on-site performance evaluation and expert judgement, transcosmos China was awarded with the “2019 China Best Customer Contact Center - Intelligent Service Application Award” for its abundant knowhow and best practices in the contact center industry.

Big data and AI adoption continues to spread in the contact center industry. Recognizing this, transcosmos China released a digital contact center solution that makes chatbots work together with human agents in 2017. With a team of dedicated data analysts that has abundant operational records in building a knowledge base, analyzing VOC (Voice Of Customer), building and managing a corpus, training robots and more, transcosmos China offers contact center services where chatbots and agents work hand in hand. Ultimately, the solution helps clients achieve their digital transformation. The chatbot-human hybrid solution enables clients to offer effective customer services whilst reducing agents’ workload and in turn boosts their customer satisfaction.

## ■ transcosmos history in China

transcosmos entered the Chinese market and launched its offshore services business in 1995. In 2006, the company opened its first call center in Shanghai and started to provide call center services for the Chinese market. Today, transcosmos has its bases and subsidiaries across 20 cities in China including Shanghai, Beijing, Tianjin, Hefei, Xi'an, Changsha, Wuhan, Suzhou, Taipei and more. The company offers extensive services such as business outsourcing including contact centers, e-commerce one-stop, digital marketing and system development for both Chinese and global brands. As of September 2019, approximately 7,000 transcosmos employees work in China.

transcosmos will continue to help clients improve their customer satisfaction, optimize costs and expand sales by offering high-quality services.

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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 167 bases across 30 countries/regions 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 48 countries/regions 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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