

Press Release



December 24, 2019

transcosmos inc.

transcosmos China wins the “Intelligent Customer Service Outsourcing Solutions Award” by CTI Forum

Recognized for its extensive record in delivering chatbot-human hybrid intelligent contact center solutions

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) is delighted to announce that Shanghai transcosmos Marketing Services Co., Ltd. (Headquarters: Shanghai, China; CEO: Eijiro Yamashita; transcosmos China), its wholly-owned subsidiary received the “Intelligent Customer Service Outsourcing Solutions Award” at the “CTI Forum 2019 Editors’ Choice Award” hosted by CTI Forum on December 20, 2019. This marks the third consecutive year that the company received the award since 2017.



Huang Wenbo, CX Promotions Department Director, Contact Center Business Unit at transcosmos China (left)

Started in 2011, this year marks the 9th anniversary of the “CTI Forum Editors’ Choice Award” hosted by the CTI Forum, a dominant Chinese online media company which offers information services. The winners were selected after going through screening processes including “Self-nomination / Nomination and Experts’ reviews,” receiving diverse inputs from the industry. The industry experts assess and evaluate outstanding Information Communication Technology (ICT) products, solutions and specialists in the ICT industry based on their rich experience and powerful insights into the industry accumulated over a number of years. Highly recognized for its intelligent customer service solutions that have achieved many successes, transcosmos China won the award once again.

Recognizing the fact that the adoption of Artificial Intelligence (AI) and big data technology continues to spread rapidly in the contact center industry, transcosmos China released chatbot-human agent hybrid solutions in 2017 by leveraging the intelligent speech recognition technology. 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 intelligent contact center solutions and services where chatbots and agents work hand in hand. transcosmos China helps clients build and operate smart contact centers whilst contributing to clients in maximizing their profits and optimizing customer experience (CX).

■ 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, Tenzin, Hefei, Xi'an, Changsha, Wuhan, Suzhou, Taipei and more. The company offers extensive services such as business process outsourcing (BPO) 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.

As a global BPO services player, transcosmos will continue to help clients improve their customer satisfaction, optimize costs and expand sales by offering high-quality and high-value services.

* 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 168 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 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.

<https://www.trans-cosmos.co.jp/english/>

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