

Press Release

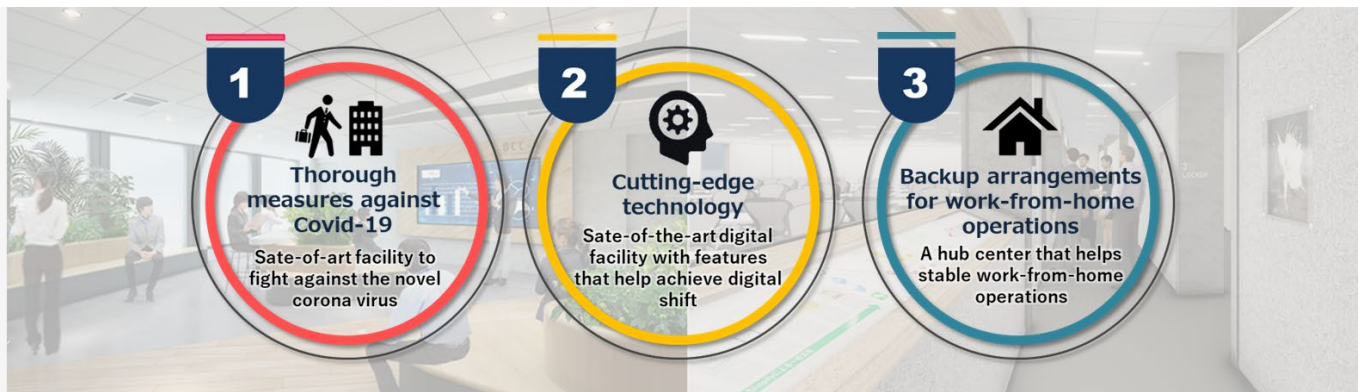


January 18, 2021
transcosmos inc.

transcosmos opens a new operations base “Marketing Chain Management Center Ikebukuro EAST”

A next-gen contact center that delivers digital shift with thorough measures against Covid-19

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) hereby announces that the company has opened its new operations center “Marketing Chain Management Center Ikebukuro EAST (MCM Center Ikebukuro EAST).” Equipped with cutting-edge technologies and features required for work-from-home arrangements for backup, the state-of-the-art contact center with 600 workstations also has put thorough infection control measures against the novel corona virus in place. The center has launched its operations in January, 2021.



■ MCM Center Ikebukuro EAST distinctive features

① Thorough Covid-19 prevention & control measures

transcosmos builds and operates all its contact centers that enable clients to continue their business operations in a way that satisfies their expectations whilst stemming the expansion of infections by taking measures such as dividing each workstation with an anti-droplet protective panel, ensuring proper ventilation and more.

In order to further reduce the risk and create safe workspaces where employees can feel comfortable, MCM Center Ikebukuro EAST is equipped with the latest facilities such as a system for checking room occupancy level, AI thermal cameras, and contactless door levers.

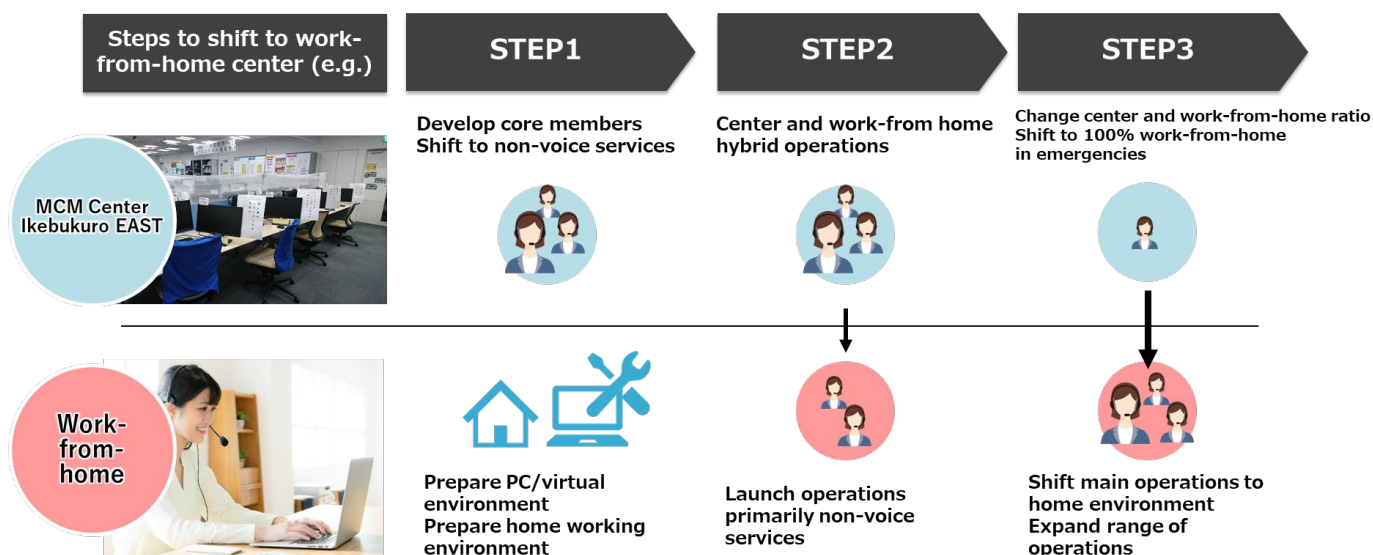
② Cutting-edge technology

As a model next-gen digital contact center, the center has primarily adopted a cloud phone system. It is built on a system that makes it easier to smoothly deploy the latest digital services such as an automatic AI voice responder feature, chatbot and AI response services. It is also easy for the center to shift to a work-from-home environment without worrying about preparing telephone equipment. In addition, the center is equipped with voice and emotion recognition systems that help achieve higher customer satisfaction and deliver a great customer experience (CX). Together with features that assist agents in serving customer inquiries such as a suggest function under FAQ, VOC analytics feature that digitalizes (speech-to-text) and analyzes call logs, all those technologies enable agents to deliver high-quality services. On top of preparing such equipment, transcosmos is driving an initiative to make its agents obtain “The Chat Live Master Certification (*),” the company’s certification program that evaluates and certifies employees who have certain levels of expertise and skills, thereby delivering its operational services that meet the latest trends in addition to call support.

(*) Visit here for the press release “The Chat Live Master Certification” : <https://www.trans->

③ Backup framework for work-from-home arrangements

The center has necessary facilities for hiring, training and conducting OJT that enable agents to perform contact center operations from home, as well as backup features for work-from-home operations. Such arrangements enable transcosmos to offer hybrid operations using both center and work-from-home agents, and to convert the center to 100% work-from-home contact center in times of emergency.



*transcosmos will make all centers across Japan provide the same services.

■ “MCM Center Ikebukuro EAST” overview

The new MCM Center Ikebukuro EAST was opened in “Hareza Ikebukuro,” a new landmark building that opened in May 2020, only a four-minute walk from a mega terminal station, Ikebukuro. The center is expected to attract a diverse talent with various skills such as experienced customer service staff and students. The new center is located within an hour of MCM Center Ikebukuro, MCM Center Komagome and MCM Center Yokohama, which makes it easy to collaborate with these three existing centers, and to share agents during peak times and emergencies.

Name: Marketing Chain Management Center Ikebukuo EAST
 Location: Hareza Ikebukuro (29th - 30th floor), 1-19-1, Higashi Ikebukuro, Toshima-ku, Tokyo Japan
 Number of workstations: 600
 Services: Contact center services and chat support services
 Launch schedule: Start from January, 2021



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

*Other company names and product or service names used here are trademarks or registered trademarks of respective companies.

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 169 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, transcocosmos 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. 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. Visit us here <https://www.trans-cosmos.co.jp/english/>

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