

Press Release



September 20, 2022
transcosmos inc.

transcosmos wins a five-star rating for the 7th straight year from TMALL, China's largest online marketplace

Helps clients expand sales and build long-term value

transcosmos inc. (Representative Director, Co-presidents: Koichi Iwami, Masaaki Muta) is proud to announce that Shanghai transcosmos Marketing Services Co., Ltd. (Headquarters: Shanghai, China; CEO: Eijiro Yamashita; transcosmos China), its wholly-owned subsidiary was once again awarded a five-star rating as TMALL Service Partner for the first half of 2022 by TMALL, the largest online marketplace in China, at the TMALL & Taobao Ecosystem Laboratory Opening and 2022 Ecosystem Service Partner Award Ceremony held on August 25, 2022.



Taobao & TMALL Ecosystem Service Partner “Comprehensive Capabilities Certification” is a program designed to evaluate the comprehensive capabilities of TMALL ecosystem service partners operating on TMALL platforms. TMALL has been evaluating service partners based on their capabilities to increase gross merchandise value (GMV). This year, TMALL renovated the whole evaluation framework, pivoting the focus to each partner’s comprehensive abilities for helping brands build their long-term value. With the aim of identifying service partners who have showcased outstanding comprehensive capabilities during the evaluation period, the screening process now includes experts’ review, customer feedback, brand survey, and more, making the criteria more comprehensive and multi-dimensional than before.

In addition, the evaluation system focuses on the five aspects – “product management”, “consumer management”, “member management”, “branding capability”, and “content marketing capability” – proposed in the Business Management Methodology presented by TMALL. With the new evaluation system, TMALL puts more weight on the progress and growth of service providers’ digital operation capability.



transcosmos China was awarded TMALL Service Provider 5-Star certification once again, winning the status for the 7th consecutive year since 2016.

As a digital transformation partner for clients, transcosmos China has specialized teams designed for analytics that require professional expertise and experience, and for Uni Marketing. Powered by such teams, transcosmos China develops and carries out data-driven integrated marketing strategies and initiatives for brands. At the same time, given the rapid progress of the internet today, transcosmos China offers customer experience services that meet the needs of each market and client, including data visualization built on business intelligence (BI) and the 5A Loyalty Diagnosis. Always staying true to its customer-first principle, transcosmos China continues to offer a diverse range of solutions that help businesses achieve sustainable and healthy growth.

■ About transcosmos China

transcosmos entered the Chinese market and launched its offshore services business in 1995. Today, transcosmos has its bases and subsidiaries across 22 cities in China including Shanghai, Beijing, Tianjin, Hefei, Xi'an, Changsha, Wuhan, Neijiang, 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.

transcosmos China was founded in Shanghai as a digital transformation partner for businesses in 2006 and launched its e-commerce business in 2009. Now, in partnership with platforms such as TMALL, JD, WeChat, and Douyin, transcosmos China offers a variety of services that include e-commerce store/website development & operations, sales channel development, online and offline data integration, system development, consumer operations, and integrated marketing services in the new retail industry (including cross-border e-commerce) to clients in diverse industries including the 3C Industry (Computer, Communications, and Consumer Electronics), apparel, baby care, toy, sports, beverage, musical instruments, homewares, home theater/audio equipment, and more.

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*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 171 bases across 28 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 46 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.transcosmos.co.jp/english/>

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