

# Press Release



September 30, 2022  
transcosmos inc.

## transcosmos China named “Top 10 Recommended Customer Center Professional Outsourcing Brands in China” for the third straight year

### Winning numerous awards in the contact center industry for its achievements in digital transformation

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 named one of the “2022 Top 10 Recommended Customer Center Professional Outsourcing Brands in China” at “The First Digital Operations & BPO Management Forum” held on September 22, 2022, by the Customer Care & Management World Group (CCMWorld Group; Headquarters: Beijing, China; CEO: Zhao Xi; Website: <http://www.ccmw.net/>).



Sheldon Chen (the third from the left), Business Development Director at transcosmos China, received the award on behalf of the company from Zhao Xi (furthest to the right), CEO of the CCMWorld Group.

The “CCMWorld Editor’s Choice” is an annual event where brands are evaluated and awarded recommended brand status by a prestigious independent third party platform in the customer services industry. This year marks the seventh anniversary of the “CCMWorld Editor’s Choice of the Year” that began in 2016. As a barometer of the progress achieved by the customer services industry, the award is aimed at contributing to the advancement of China’s customer services and related industries, and promoting and sharing success stories achieved in the industries. After going through a three-phase process - namely information gathering, recommendation and screening - the organizing committee and the expert judge panel, which is composed of 10 experts, assessed the nominated brands based on eight criteria, namely, their business management skills, operational management skills, human resources management skills, digital business management skills, business size and coverage, brand awareness, customer value, and innovation management skills, and then finally decided the award winners.



transcosmos China has an ample operations experience in the contact center and BPO industries. Highly regarded for its success stories in business intelligence (BI) and digital solutions, transcosmos China once again was named a Top 10 Recommended Customer Center Professional Outsourcing Brands in China. This marks a third consecutive win since 2020.

transcosmos China is one of the first TMALL Partners (TP) who helps brands build smart contact center solutions on the TMALL platform, leveraging the power of humans and AI robots. In addition, its home-based, remote cloud contact centers ensured stable contact center operations for its clients under the COVID-19 crisis. With such services, transcosmos China has been highly valued by clients.

What's more, transcosmos China has the ability to offer the 5A Loyalty Diagnostics service. As customer touchpoints continue to diversify in this digital age, transcosmos China accurately profiles consumer behavior, placing customer experience (CX) at the core, and helps clients boost their customer loyalty while maximizing revenues through increasing customer lifetime value (LTV). In addition, as a Microsoft Power BI Partner, the company also helps clients get customer insights from visualized data, which ultimately develops new business opportunities.

As a client's global digital transformation (DX) partner, transcosmos will continue to drive its initiative to further enhance its digital contact center services powered by high-quality, high-value services.

#### ■ About “Customer Care & Management World (CCMWorld)” magazine

CCMWorld is a members-only industry-specific magazine issued by CCMWorld Group. The monthly magazine contains theoretical studies and the latest trends in the contact center, customer management, data-driven marketing and service outsourcing industries. First issued in 2003, CCMWorld magazine has issued more than 200 volumes.

#### ■ About CCMWorld Group

Founded in 2002, CCMWorld Group has been driving the progress of the Chinese contact center industry as a third party industrial research and development organization. CCMWorld Group puts particular focus on customer management research and offers omni-directional, multidimensional and integrated services including media, publishing, authentication, research, training, meeting and screening. Based on such services, CCMWorld Group provides the latest information about the related industries and services that support such industries.

Visit here for more information: <http://www.ccmw.net/>

#### ■ About transcosmos 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 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 process outsourcing (BPO) including contact centers, e-commerce one-stop, customer experience and digital marketing for both Chinese and global brands.

\*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 173 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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