

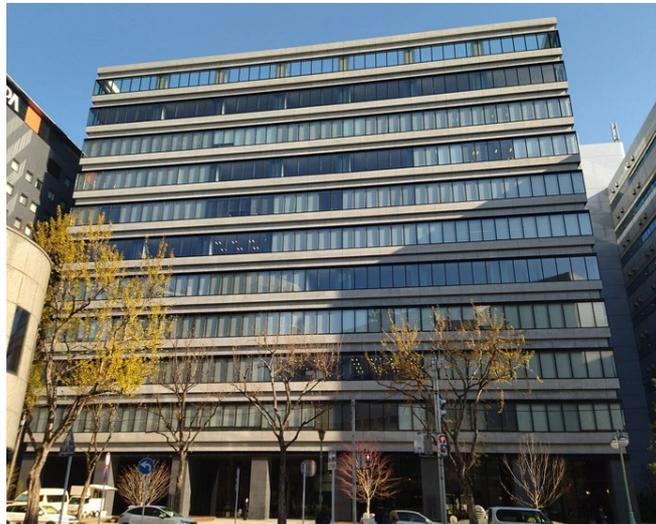
# Press Release



January 19, 2023  
transcosmos inc.

## **transcosmos opens a new operations base, Marketing Chain Management Center Hakata Higashi** **To accommodate the growing CX service needs, opens a new center with 500 workstations. Plans to create job opportunities for as many as 800 people**

transcosmos inc. (Representative Director, Co-presidents: Koichi Iwami, Masaaki Muta) hereby announces that the company has opened a new center, Marketing Chain Management Center Hakata Higashi (MCM Center Hakata Higashi, in Fukuoka city, Fukuoka prefecture. The new center launched its services in January, 2023, as the fifth operations center in the prefecture.



transcosmos has been helping clients achieve their digital transformation. To make it happen, the company has been driving services that go with the customer journey, analyzing data, evaluating the current customer experience and making the experience even better, all based on its deep insight into the customer experience that consumers want. As part of this company-wide initiative, the Fukuoka area is working on enhancing not only the level of customer services but also the whole marketing-related services such as ads and websites, leveraging the VoC data captured through serving customers via multichannel. Now, to reinforce and expand its services, transcosmos opened the MCM Center Hakata Higashi.

### ■ MCM Center Hakata Higashi Overview

Official name: Marketing Chain Management Center Hakata Higashi  
Number of workstations: 500  
Business start date: January 2023  
Number of new hires: 800 (planned for FY2023)

The MCM Center Hakata Higashi opened on the third floor of Hakata East Terrace, a new office building located within a four-minute walk from Hakata station, the most used station in the entire Kyushu area. The center is equipped with 500 workstations on one floor, which can easily be divided into multiple booths depending on the size of a project. In addition, the center offers an environment where employees can work safely by adopting a finger vein authentication system for access control which ensures a high level of security as well as leaving plenty of space between workstations. What's more, the floor

is also designed with a focus on employee satisfaction with two separate break rooms, which enables employees to fully relax and refresh. Another key feature is its proximity to the nearby contact center, which allows assigning people with the optimum skills for the new project launch as well as sharing people between the centers in times of emergency.



<Entrance>



<Conference Room>



<Work Area>



<Break Area>

With the aim of helping clients boost customer experience (CX), transcosmos will continue to design and manage contact centers tailored to the vision and needs of each client. At the same time, transcosmos will contribute to the revitalization and development of local communities by creating more job opportunities via local hiring and people development initiatives.

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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 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.trans-cosmos.co.jp/english/>

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