

Press Release

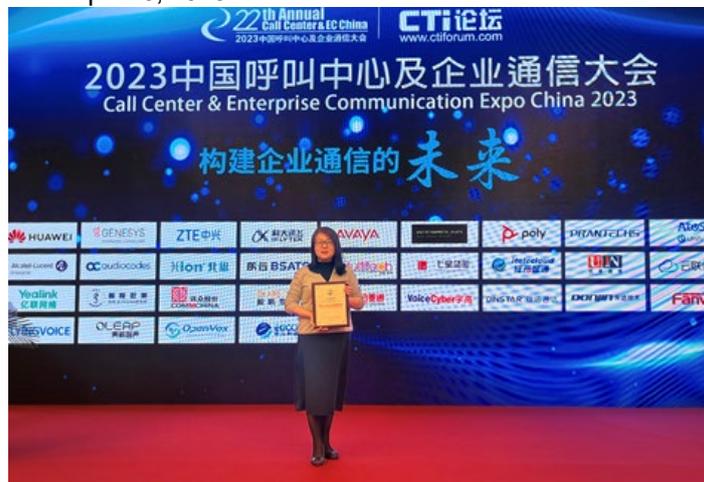


April 24, 2023
transcosmos inc.

transcosmos China wins “CTI Forum Editors’ Choice Award - Contact Center Digital Intelligence Solutions”

Highly regarded for its proven records in digital intelligence services in the contact center industry

transcosmos inc. (Representative Director, Co-presidents: Masaaki Muta, Takeshi Kamiya) is proud to announce that Shanghai transcosmos Marketing Services Co., Ltd. (Headquarters: Shanghai, China; CEO: Eijiro Yamashita; General Manager: Toshiya Okada; transcosmos China), its wholly-owned subsidiary, received the Contact Center Digital Intelligence Solutions Award at the Call Center & Enterprise Communication Expo China 2023 and CTI Forum Editors’ Choice Award Ceremony hosted by CTI Forum on April 13, 2023.



Huang Wenbo, Director, Business Promotion Department, Contact Center Business Unit, transcosmos China
at the award ceremony

Started in 2011, this year marks the 13th anniversary of the CTI Forum Editors’ Choice Award, the renowned award program in the industry 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, and call-based and on-site surveys about the nominated companies’ products and solutions. In addition, industry experts assessed and evaluated the nominated ICT (Information Communication Technology) products and solutions as well as employees based on their abundant experience and deep insights into the industry accumulated over years, while receiving input from various parties in the industry. Highly recognized for its contact center digital intelligence services, transcosmos China won the Contact Center Digital Intelligence Solutions Award.

Needs for businesses to implement digital technologies continue to grow as digitalization gathers pace. Now, building digital intelligence contact centers effectively has become a common challenge that businesses must overcome. Against this backdrop, transcosmos China offers a suite of solutions to help clients solve the challenge, leveraging its proven expertise in multi-channel contact center services. The solutions include a human-bot hybrid chat service as well as services for increasing customer traffic, visualizing data, creating a knowledge bank, training robots, and more.

In addition, based on its 5A Loyalty Diagnostics Service and BI (Business Intelligence) system development service, transcosmos China helps clients develop personalized digital intelligence contact center solutions designed for each industry to serve customers across a diverse range of touchpoints in this digital age. Ultimately, transcosmos China helps clients reduce costs, streamline operations and optimize customer experience all at the same time.

As a digital transformation (DX) partner for clients, transcosmos will continue to drive its initiatives towards enhancing its digital intelligence contact center services that are built on high quality, high value-added services.

■ 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 22 cities in China including Shanghai, Beijing, Tianjin, Hefei, Xi'an, Changsha, Wuhan, Neijiang, Kunshan, Suzhou, Taipei and more. The company offers extensive services such as business process outsourcing (BPO) including contact centers, e-commerce one-stop, customer experience, digital marketing and system development for both Chinese and global brands.

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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 172 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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