

# Press Release



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transcosmos inc.

## transcosmos China receives COPC certification for two projects run by its contact centers

### With its high-quality services, helps clients build digital contact center services that satisfy their needs

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 COPC certification for its contact center projects run by its centers located in Shanghai (Center 3 and 4) and Xi'an on May 25, 2023.



COPC is a certification for the contact center industry, and the COPC Customer Experience (CX) Standard is a globally recognized performance management framework for customer experience. Centers with COPC-certified operations management systems guarantee the quality of services, boost customer experience and help enhance operational efficiency on an ongoing basis, all at the same time.

In March 2021, transcosmos China officially kicked off its initiative to obtain the COPC certification in projects for two clients run by three contact centers located in Shanghai and Xi'an. Supported by COPC's professional team that evaluated the centers' performance and assisted them in improving their services, transcosmos China's QA and Operations teams worked together to go through a continuous improvement process to make their operations even better and achieve higher goals. And the 2 projects run by transcosmos China achieved the certification of COPC CX Standard for CSPs, Release 6.2, due to the excellent call center operation and performance.



Grace Du, Head of Business Support Division at transcosmos China (Right) receives award at the ceremony.

On May 25, 2023, transcosmos China was invited to COPC's annual summit and attended the award ceremony with other COPC certified companies. In the event, industry experts discussed their views on industry trends and the transformation of digital CX. Representing transcosmos China, Grace Du, Head of Business Support Division at transcosmos China, delivered the following speech.

“As a BPO company with 57 years of history, transcosmos always puts priority on operating contact centers with the highest levels of quality and performance. We believe this COPC certification proves that transcosmos China's contact center operations services are highly recognized in the industry. Business needs for digital transformation, or DX, have been rising in recent years, posing a challenge to companies to effectively build digital and intelligent contact centers that will bring additional value to customer experience. transcosmos China will further enhance our projects for clients by adopting COPC's operations management approach that we have mastered through the two projects. Going forward, we will apply solutions such as making outbound customer contact via a voice channel using AI, visualizing contact data and VoC data, leveraging AI knowledge, training chatbots, as well as adding our 5A Loyalty Diagnostic services and Business Intelligence (BI) Utilization services to our existing multi-channel contact center services. Through such services and solutions, we aim to bring greater customer experience to consumers and achieve DX at diverse customer touchpoints in this digital age.”

As a digital transformation partner for clients, transcosmos will develop and integrate various cutting-edge digital and intelligent technologies and provide clients with personalized, digital and intelligent contact center operations services. Ultimately, transcosmos aims to help clients reduce costs, streamline operations, and optimize customer experience.

#### ■About COPC Inc.

COPC Inc. is an innovative global leader that empowers organizations to manage complex customer journeys. The company created the COPC Customer Experience (CX) Standard and provides consulting, training and certification for operations that support the customer experience. Founded in 1996, COPC Inc. began by helping call centers improve their performance. Today, the company works with leading brands worldwide to optimize key customer touchpoints and deliver a seamless experience across channels. COPC Inc. is privately held with headquarters in Winter Park, FL, U.S. and has operations in Europe, Middle East, Africa, Asia Pacific, Latin America, India and Japan. To learn more about COPC Inc., visit [www.copc.com](http://www.copc.com).

#### ■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.

\*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 170 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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