

# Press Release



July 22, 2024  
transcosmos inc.

## transcosmos drives measures against “customer harassment” with trans-DX for Support

### Releases all-inclusive solutions to address customer harassment

transcosmos hereby announces that the company will launch a new service designed specifically for contact center business, which is clients’ customer-facing operations, to address “customer harassment,” i.e., customers harassing front-line workers with aggressive behavior or unreasonable requests. In recent years, customer harassment has become an increasing social problem in Japan, in particular in the call center industry. As an industry leader, transcosmos will face this issue head-on and help clients take measures against customer harassment by providing all-inclusive solutions powered by generative AI (GenAI).

The service consists primarily of three key elements as follows:

#### 1. Define the meaning of customer harassment

transcosmos defines the meaning of customer harassment in detail based on its long-standing record in the call-center business. By sharing the same definition with their employees, clients can identify and address customer harassments at an early stage.

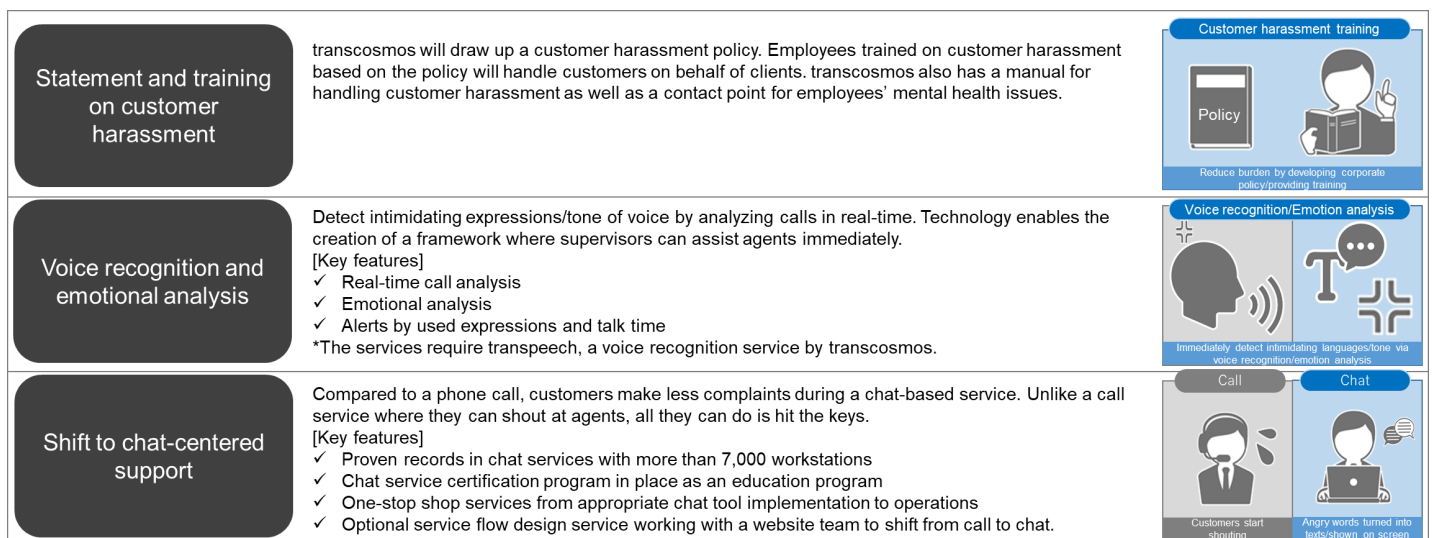
#### 2. Propose GenAI-powered measures

During a customer call, the service performs emotion analysis based on automated voice analysis, enabling clients to detect customer harassment in real time. Once identified, agents can take measures such as asking for supervisors’ support and terminating the call. With this system in place, clients can protect their agents and reduce their stress.

#### 3. Implement and manage customer harassment measures

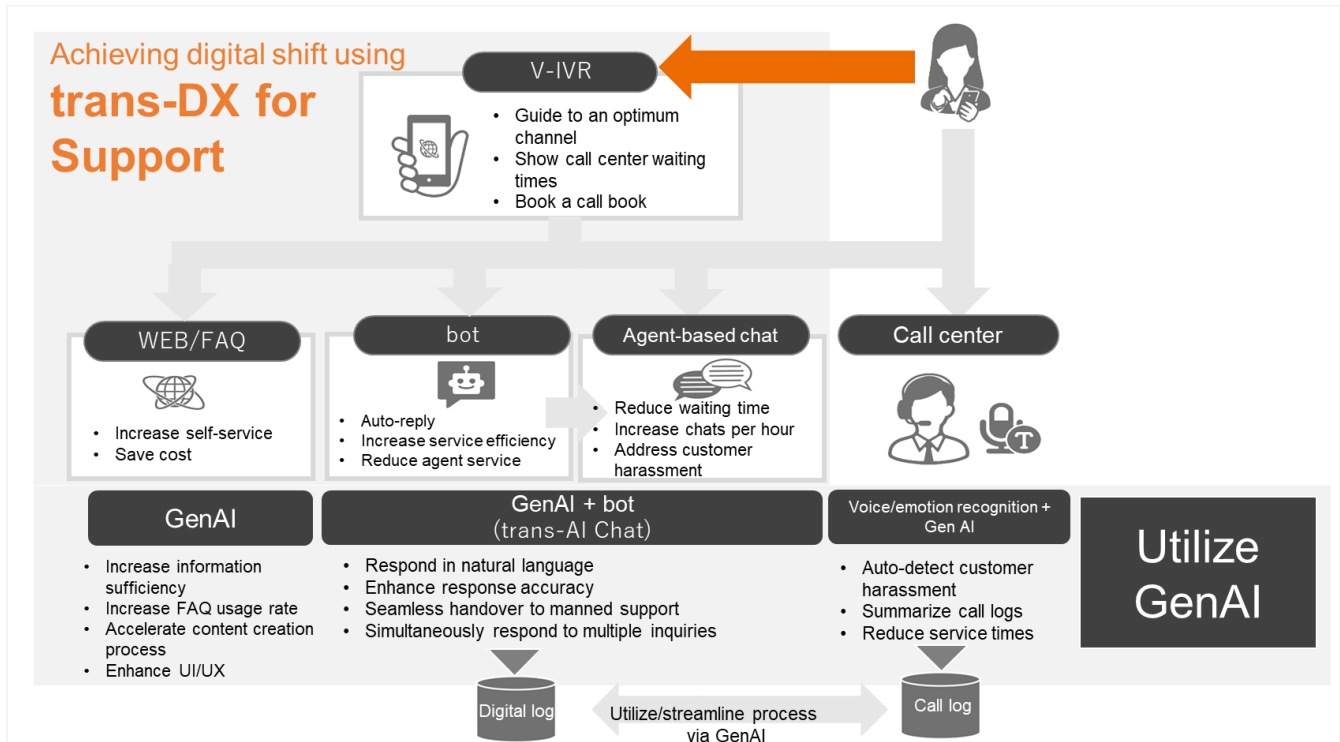
transcosmos will provide end-to-end services for clients to take measures from planning to implementation. The service includes creating a manual for handling customer harassment issues, running training sessions, conducting regular assessments, and proposing plans for improvement.

(Figure 1) Measures against customer harassment



(Figure 2) Diagram of GenAI-powered digital services

Optimize CX by using GenAI throughout the customer support process from user communication to operations



**【Advantages for consumers】**

- Shift to digital channels delivers shorter waiting and problem-solving times
- Websites and apps with enhanced UI/UX designs boost self-service rate
- Chat support channel enables consumers to make inquiries from anywhere at any time, using spare time at home, work, and while travelling.

**【Advantages for businesses】**

- Auto-recognize customer harassments using voice recognition and GenAI
- Shorter waiting times and higher self-service rate reduce consumer stress, resulting in reduced customer harassment
- Online consumer communication via chats and other digital channels reduce employees’ psychological burden
- Shift to digital channels delivers higher self-service rate and operational efficiency, resulting in cost saving
- Enhanced CX grows fanbase and sales

Making the most of trans-DX for Support, transcosmos will enhance business-to-consumer communication and CX while ensuring employee safety and security.

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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 181 bases across 35 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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