

# Press Release

October 16, 2024  
transcosmos inc.

## **transcosmos opens operations center in Rizhao City, Shandong Province, China**

**Helps businesses enhance CX with its unique service matrix,  
integrating contact centers, e-commerce, integrated marketing, and DX**

transcosmos hereby announces that the company has opened Rizhao Center in Rizhao City, Shandong Province, China. The new center provides all-around services including contact center, e-commerce, integrated marketing, and digital transformation (DX) to help businesses enhance customer experience (CX). transcosmos held an opening ceremony on October 11, 2024.



At the Rizhao Center opening ceremony

With its unique natural beauty and strong economic power, Rizhao, a city located in the southeast of Shandong Province, has become a key developing city on the east coast of China. Located in the Rizhao City High-Tech Industrial Development Zone, which sits at the intersection of the city center and the college town, the Rizhao Center offers good access to public transportation and a full-range of public facilities.

Rizhao Center comes with two separate operations areas fully equipped with a training room, meeting room, interview room, breakout space for staff, and more. In addition, to ensure information security and business continuity, the center has video monitoring and access management systems, backup power systems as well as a separate server room, enabling the center to meet the needs of clients across industries.

At the Rizhao Center opening ceremony, Toshiya Okada, General Manager of transcosmos China expressed his warm welcome and sincere thanks to the government officials of the Rizhao Hi-Tech Zone who attended the opening ceremony. He also said: “transcosmos’s rapid growth in China was only possible because of our many clients who have always been supporting us. And the Rizhao Center will provide clients with a range of services including contact centers, e-commerce operations, integrated marketing, and digital transformation. With the opening of this new center, transcosmos will offer end-to-end services throughout the customer journey from consumer awareness, interest, purchase, to loyalty, thereby helping clients grow their business while enhancing CX. We hope the opening of the Rizhao Center will trigger a new wave of our business growth in China.”

The Rizhao Center is equipped with emerging digital tools and intelligent technologies including transcosmos’s proprietary omnichannel intelligent contact center platform, transCxLink. Connecting all kinds of communication channels such as e-commerce platforms, SNS, voice call, and online chat, transCxLink not only offers a seamless customer service process

between companies, consumers, and customer representatives, but it also comes with extensive features including CRM, AI customer service, speech recognition, automated reporting, consumer insights, and more. With all these in place, transCxLink fulfils the needs of companies across all industries.

#### ■Rizhao Center Overview

Business start date: October 2024

Location: Rizhao Technology Innovation Center, High-Tech Industrial Development Zone, Rizhao City, Shandong Province, China

Services: 24/7 contact center services, e-commerce operations, integrated marketing services, and digital transformation services



Interview room



Meeting room



Entrance

With the opening of Rizhao Center, transcosmos will further bolster its comprehensive service structure in China to help clients deliver better CX to their customers in every aspect via diverse customer touchpoints throughout the customer journey in this digital age.

#### ■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 24 cities in China including Shanghai, Beijing, Tianjin, Hefei, Xi'an, Changsha, Wuhan, Neijiang, Kunshan, Zhengzhou, Rizhao, 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.

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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 183 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/>

#### Contact for Media Inquiries

transcosmos inc. Public Relations & Advertising Department  
Email: [pressroom@trans-cosmos.co.jp](mailto:pressroom@trans-cosmos.co.jp)