

Press Release

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transcosmos inc.

transcosmos develops “trans-AI Analytics” in South Korea, VoC insight solution powered by generative AI

**Analyzes customer support dialogue data, gains insight for service improvement, and
generates report tailored for each client**

transcosmos hereby announces that the company has developed “trans-AI Analytics,” a generative AI-powered VoC (Voice of the Customer) insight solution in South Korea.



trans-AI Analytics gains insight for improving service levels based on analysis of customer support dialogue data, and then develops a report tailored to each client's needs. Utilizing the latest LLM (Large Language Model) technology, the solution grasps the context of customer conversation accurately, and performs in-depth analysis based on criteria defined by specific themes. Through these processes, trans-AI Analytics captures customer intention and their emotions more accurately than ever before, and then generates a precise VoC report that keyword analysis cannot make.

The scope of this solution includes customer emotions and satisfaction analysis, analysis by service and products, automated issue and service failure detection, and contact center inbound call trend analysis. With trans-AI Analytics, clients can easily analyze customer reactions that are hard for humans to judge directly.

In addition, leveraging the features above, trans-AI Analytics also conducts detailed analysis and generates a report on CSAT (Customer Satisfaction Score). With this additional service, clients can identify areas for service improvement. Moreover, with real-time analysis and customer support alert features, trans-AI Analytics enables clients to address issues immediately, thereby preventing failures to report issues as well as potential customer complaints. What's more, by providing elaborate feedback, trans-AI Analytics helps clients raise the overall level of customer experience and operational quality even higher.

transcosmos will continue to get customer insights based on in-depth analysis on a range of data, and ultimately help clients develop more advanced service strategies than ever before.

With around 10,000 people, transcosmos Korea is empowering more than 350 clients in Korea with its business process outsourcing (BPO) services specifically optimized for each industry. The services include IT solutions development, e-commerce, digital marketing, field services (FS), management of lifelong learning institutes and education consulting, contact center opening and management, direct mail (postal delivery), omnichannel system development and management (mobile, e-mail, postal delivery), and more. Offering optimum services for each individual client across industries and sectors, transcosmos Korea helps clients optimize costs and boost sales, productivity and customer satisfaction (CS).

*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 182 bases across 36 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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