



Press Release

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transcosmos inc.

transcosmos BPO services department wins Best Hiring Solution Award at 10th HR TECHNOLOGY AWARDS

AI-driven interview analysis continuously enhances interviewer performance

transcosmos is proud to announce that its BPO services department has received the Best Hiring Solution Award at the 10th HR TECHNOLOGY AWARDS hosted by HR Research Institute. Through the HR TECHNOLOGY AWARDS, HR Research Institute recognizes organizations that utilize technologies and big data (analytics) for HR initiatives in Japan. 2025 marked the 10th anniversary of the program.



As markets call for a solution to labor shortages, talent acquisition has become a critical factor for business growth. The experience in the first job interview is particularly important as it significantly influences the image of a company. To visualize the interview process that tends to depend on each interviewer, transcosmos adopted “harutaka,” a Recruiting DX (digital transformation) service by ZENKIGEN Inc. With the service, transcosmos analyzed and visualized each interviewer-related factor such as facial expressions, tone, and questions. Based on the visualized data, transcosmos adopted a continuous one-on-one feedback loop in its e-learning programs to enhance interviewers' skills. Now, through this personally optimized learning model, transcosmos interviewers have skills to effectively communicate the company's appeal, boosting the job offer acceptance and employment rates by 10%. The BPO services department entered the 10th HR TECHNOLOGY AWARDS with this initiative and received the Best Hiring Solution Award.

•What made transcosmos an award winner

transcosmos visualized the hiring process, which tends to depend on each interviewer, by analyzing factors such as interviewer's facial expression, tone, and questions using AI. This initiative enabled interviewers to understand their strengths as well as areas for improvements objectively. Incorporating a one-on-one feedback loop to an e-learning system with AI-driven scoring feature, an optimized learning model personalized for each interviewer helped interviewers enhance their skills. The initiative successfully elevated the job offer acceptance and employment rates by 10%. transcosmos's initiative was highly recognized for its innovative hiring approach that integrates digital and human skills, helping the company enhance the quality of hiring activities and enhance the talent acquisition capabilities.

Aiming to be the Global Digital Transformation Partner of clients, transcosmos continues to optimize its business processes with the power of DX in every aspect of its business.

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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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