

Press Release

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transcosmos inc.

transcosmos Launches “CX Square Setos” and RPA Services in Semarang, Indonesia

Integrates RPA with omnichannel CX solutions, expanding its digital ecosystem across the country

transcosmos is pleased to announce the inauguration of its new operations center, “CX Square Setos” in Semarang, Indonesia. Strategically located at Semarang Town Square (Setos), the new center will deliver world-class customer experience (CX) services by combining cutting-edge technology with top-tier human resources.



With a capacity of 600 seats, “CX Square Setos” is transcosmos Indonesia’s third CX Square in Semarang and the 6th in Indonesia, joining its operational network spanning Jakarta, Semarang, and Yogyakarta. Previously, the port city is considered one of the emerging growth centers in Java, supported by solid infrastructure, strong talent availability, and a competitive business climate.

The opening of “CX Square Setos” coincides with transcosmos celebrates 12 years of business in Indonesia. Since its establishment as a joint venture between transcosmos inc. and PT Cyberindo Aditama (CBN) in 2013, transcosmos has built a solid reputation as a trusted provider of digital services, contact center solutions, and business process outsourcing (BPO) in Indonesia.

Alongside the opening of the new CX Square, transcosmos introduced its Robotic Process Automation (RPA) services. These services automate manual tasks, such as data entry, invoicing, credit applications, and payroll. In practice, RPA speeds up operations, reducing credit processing from 30 minutes to 5–6 minutes and payroll processing from one week to one day, while improving accuracy, compliance, security, and cost efficiency.

Technology doesn’t replace humans; instead, RPA handles repetitive tasks, empowering people to focus on strategic and value-driven roles. This aligns with transcosmos’s commitment to nurturing local talent, especially in cities like Semarang. Through this expansion, transcosmos is creating more job opportunities, training programs, and career development pathways for local communities, while also contributing to the growth of the digital ecosystem in Central Java.



Ardi Sudarto, Vice President Director of transcosmos Indonesia

Ardi Sudarto, Vice President Director of transcosmos Indonesia, said, “The opening of our third CX Square in Semarang is a clear reflection of our commitment to growing together with Indonesia. As we celebrate our 12th anniversary, we are not just expanding our operational capacity—we are reinforcing our foundation: the collaboration between people and technology. By introducing Robotic Process Automation (RPA) services, we aim to help more companies transform their business processes to become more efficient, accurate, and highly competitive. Semarang is a vital part of transcosmos’s future, and we believe local talent will be a major driving force in this journey.”

transcosmos has evolved from a traditional contact center provider in the Indonesian market into an integrated digital solutions ecosystem that includes omnichannel CRM, chatbots, AI voicebots, content services, e-commerce support, and now RPA. Notably, the company has earned several accolades, including Platinum Winner for Contact Center Operations and Silver Winner for Employee Engagement at the ICCA Awards—cementing its role as a key player in Indonesia’s CX and BPO industries. transcosmos reaffirms its ambition to be a strategic partner for digital transformation in Indonesia.

■ About transcosmos Indonesia

Established in 2013, transcosmos Indonesia specializes in digital business services and customer experience. The company employs over 4,000 people across three locations in Indonesia: Jakarta, Semarang, and Yogyakarta. Trusted by clients from various industries—including e-commerce, retail, telecommunications, banking, automotive, insurance, and heavy equipment—transcosmos Indonesia offers a wide range of services, including contact center operations, digital marketing, e-commerce support, data entry, IT support, and more.

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*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 183 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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