

Press Release



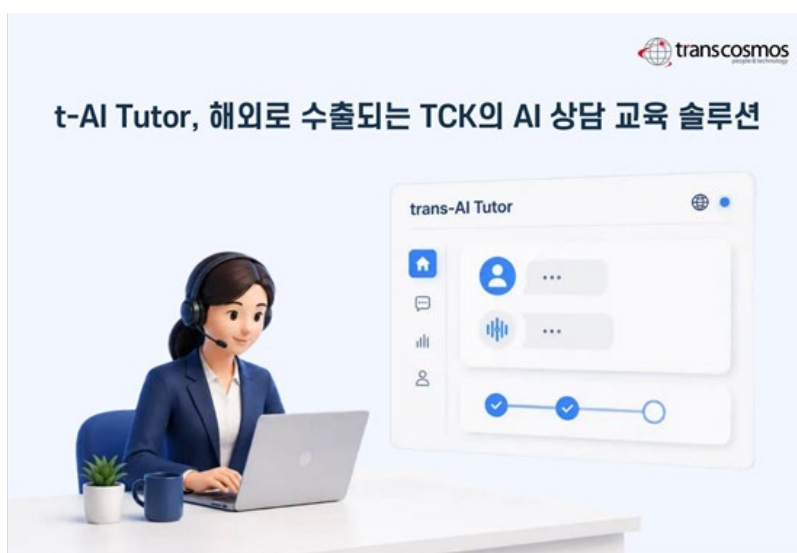
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transcosmos inc.

transcosmos reduces new agent training time in Vietnam by 50% using trans-AI Tutor, its AI-powered learning solution developed in South Korea

Global deployment validates the effectiveness of a Korea-developed solution across operational environments with different linguistic and cultural characteristics

transcosmos has deployed trans-AI Tutor, its AI-powered learning solution developed in South Korea, in a financial services project it operates in Vietnam, reducing the training period for new agents by 50%, from an average of 10 business days to five business days. Having validated the effectiveness of its Korea-developed solution in operational environments with different linguistic and cultural characteristics through deployments in South Korea and Vietnam, transcosmos will continue to expand its application across global markets.



trans-AI Tutor supports agents in repeatedly practicing a wide range of customer service scenarios through AI-powered role-play simulations in an environment that closely resembles actual customer interactions. The solution also features "INK Test" (INteractive Knowledge Test), a voice-based competency assessment function. When agents complete a test using voice responses, AI evaluates the content of their responses and scores them based on the context.

Leveraging these learning and assessment capabilities, trans-AI Tutor was also used in new agent training at a major home shopping company in South Korea. By providing customer service scenarios that enabled agents to repeatedly practice a wide range of customer interactions, the solution contributed to a 9% improvement in the three-month retention rate of new agents and a 10% increase in satisfaction with the training program.

In Vietnam, providing agents with expanded opportunities for hands-on practice compared with conventional training approaches led to a deeper understanding of customer service scripts and greater proficiency in customer service processes, contributing to enhanced response quality. A survey of local agents also found that many respondents considered the solution helpful in deepening their understanding of their duties before serving customers, validating the effectiveness of trans-AI Tutor.

transcosmos will continue to provide AI solutions optimized for diverse business environments and expand their application

across global markets.

In South Korea, transcosmos supports the planning and execution of AI Transformation (AX) initiatives in the customer service domain by leveraging its proprietary AI technologies. By integrating generative AI and advanced data analytics into business operations, transcosmos promotes innovation in customer engagement. Centered on AICC (AI Contact Centers), transcosmos provides tailored solutions optimized across its business domains, including contact center services as well as IT, marketing, e-commerce, field services, and education (Class Cloud).

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■ About transcosmos inc.

transcosmos launched its operations in 1966. Since then, we have united superior “people” with cutting-edge “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 189 bases across 36 countries/regions with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of the e-commerce market on a global scale, transcosmos provides 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 is committed to treating the challenges of its clients and society as its own—discussing and addressing their issues from planning to execution—and Make It Real, Together. Visit us here <https://www.trans-cosmos.co.jp/english/>

Contact for Media Inquiries

transcosmos inc. Public Relations & Advertising Department
Email: pressroom@transcosmos.com