

Press Release



December 6, 2018
transcosmos inc.

transcosmos opens a new operations center, “Marketing Chain Management Center Hakata”

The next-gen contact service center proactively utilizes digital technologies

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) opened “Marketing Chain Management Center Hakata (MCM Center Hakata)” and held its opening ceremony on December 5, 2018. The center will start operations on December 14, 2018.



From Left: Kazuhiko Tabuchi, General Manager of transcosmos inc.
Kenshi Matsubara, Senior Corporate Executive Officer of transcosmos inc.
Mr. Yuji Ide, Assistant Manager of Investment Promotion Sector,
Commerce, Industry and Labour Department, Fukuoka Prefectural Government
Mr. Yosuke Kitamura, Customer Support Center Manager of TOTO LTD.

■ “MCM Center Hakata” Overview

Name: Marketing Chain Management Center Hakata
Number of workstations: 245
Launch date: December 14, 2018
Number of hiring: 300 (planned for FY2019)
Services: Call center services, chat-support services,
digital marketing services



MCM Center Hakata is the third center in Fukuoka Prefecture and the eighth center in the Kyushu region. Located 5 minutes' walk from Hakata station, the busiest station in Kyushu, the new center will offer call center services, chat-support services, and digital marketing services.

With the aim to make the new center a next-gen contact services center whilst creating an employee-friendly workplace, transcosmos proactively implemented the digital technologies in the center. By replacing landlines with softphones, the center will provide high-quality services as ever before with a minimum set of equipment that includes wireless headsets and touch panel PCs. In addition, the center will adopt “transpeech,” transcosmos’s voice recognition solution that automatically converts speech to text, in order to reduce agents’ post call processing time and improve their service quality. What’s more, the center is highly secured by a biometric authentication system which does not depend on a possession of access cards.

Another key feature of MCM Center Hakata is its ability to deliver digital marketing services. On top of website operations services, the center offers extensive services that include marketing operations services with the use of marketing solutions tools such as Salesforce Marketing Cloud, and e-commerce website development, operations, and improvement services.



Operations Room



Break Room

transcosmos received the following messages in the opening ceremony which was held on December 5, 2018.

•Mr. Yosuke Kitamura, Customer Support Center Manager of TOTO LTD.

“transcosmos has always been sincerely attentive to our customers’ enquiries and requests. That is why we have full confidence in the company. In this climate of labor shortage, we face various challenges that include the hiring difficulty and employee retention in our contact center operations. So, we continue to seek effective ways to utilize the digital technologies in order to address these challenges. We have been told that your newly opened MCM Center Hakata is a technology driven contact center. We now have the opportunity to see and learn at firsthand how you have combined “people” with “digital technology.” This will be a great assistance to us in seeking new ideas.”

•Mr. Yuji Ide, Assistant Manager of Investment Promotion Sector, Commerce, Industry and Labour Department, Fukuoka Prefectural Government

“Congratulations on the opening of your new center, MCM Center Hakata. After listening to many stories about your MCM Center Oita, I am now convinced that transcosmos is a company that is well-received by the local communities and highly trusted by the local government. In collaboration with Fukuoka City, we, Fukuoka Prefecture will cooperate as much as possible to make your business successful.”

transcosmos continues to operate its contact centers, and hire and develop people in order to satisfy clients’ various requests whilst contributing to the revitalization and development of local communities through creating jobs.

* transcosmos is a trademark or registered trademark of transcosmos inc. in Japan and other countries.

* 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 172 locations across 31 countries 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 49 countries 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