

# Press Release



July 2, 2020  
transcosmos inc.

## transcosmos China named “2020 Top 10 Recommended Customer Center Professional Outsourcing Brands in China”

**Awarded for its intelligent customer service solutions and work-from-home solutions in the contact center industry**

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) is proud to announce that Shanghai transcosmos Marketing Services Co., Ltd. (Headquarters: Shanghai, China; CEO: Eijiro Yamashita; transcosmos China), its wholly-owned subsidiary, was named a “2020 Top 10 Recommended Customer Center Professional Outsourcing Brands in China,” under the “Customer Care & Management World (CCMWorld) 2020 Editor’s Choice; Customer Center Professional Outsourcing & BPO Recommended Brand Ranking” announced on June 8, 2020, by CCMWorld Group (Headquarters: Beijing, China; CEO: Zhao Xi; Website: <http://www.ccmw.net/>).



Huang Wenbo, Department Director of Contact Center Business at transcosmos China at the award ceremony held on June 9, 2020.

This year marks the fifth anniversary of the “CCMWorld Editor’s Choice of the Year” that began in 2016. Since its launch, the award has been acting as a barometer of the progress achieved by the customer service center industry. A team of “CCMWorld” editors chose “Customer Center Professional Outsourcing Brands” from 50 nominated outsourcing companies in China based on their observations and experience with the brands in the past 12 months. In addition, the organizing committee and the expert judge panel assessed the nominated brands based on eight criteria, namely, their business management skills, operational management skills, digital business management skills, business size and coverage, market awareness, typical customer base and provided value, and innovation management skills. After the evaluation process, they chose the winning brands.

transcosmos China was named one of the “2020 Top 10 Recommended Customer Center Outsourcing Brands in China” for its excellence in operational skills, success in intelligent customer service solutions and work-from-home solutions, and ability to offer the flexible support and efficient management abilities that the company displayed in operating contact centers after the outbreak of pneumonia caused by the novel coronavirus.

At a time when the novel coronavirus was spreading, transcosmos China rapidly adopted emergency solutions and offered flexible working arrangements. With such initiatives, the company successfully offered stable contact center operations for its

clients, thereby receiving high praise from said clients. With the aim of achieving digital transformation in the contact center business, transcocosmos China has been focusing on intelligent quality management, machine learning, and developing and operating customized services that combine chatbot and human agents.

#### ■ About “Customer Care & Management World (CCMWorld)” magazine

“CCMWorld” is a members-only industry-specific magazine issued by CCMWorld Group. The monthly magazine contains theoretical studies and the latest trend in the contact center, customer management, data-driven marketing and service outsourcing industries. First issued in 2003, CCMWorld magazine has issued 200 volumes by June 2020.

#### ■ About CCMWorld Group

Founded in 2002, CCMWorld Group has been driving the progress of the Chinese contact center industry as a third party industrial research and development organization. CCMWorld Group puts particular focus on customer management research and offers omni-directional, multidimensional and integrated services including media, publishing, authentication, research, training, meeting and screening. Based on such services, CCMWorld Group provides the latest information about the related industries and services that support such industries.

Visit here for more information: <http://www.ccmw.net/>

#### ■ transcocosmos history in China

transcocosmos entered the Chinese market and launched its offshore services business in 1995. In 2006, the company opened its first call center in Shanghai and started to provide call center services for the Chinese market. Today, transcocosmos has its bases and subsidiaries across 20 cities in China including Shanghai, Beijing, Tenzin, Hefei, Xi’an, Changsha, Wuhan, Suzhou, Taipei and more. The company offers extensive services such as business process outsourcing (BPO) including contact centers, e-commerce one-stop, digital marketing and system development for both Chinese and global brands. As of March 2020, approximately 7,000 transcocosmos employees work in China.

As a global BPO services player, transcocosmos will continue to help clients improve their customer satisfaction, optimize costs and expand sales by offering high-quality and high-value services.

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#### About transcocosmos inc.

transcocosmos 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. transcocosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 168 bases across 30 countries/regions with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcocosmos provides a comprehensive One-Stop Global E-Commerce services to deliver our clients’ excellent products and services in 48 countries/regions around the globe. transcocosmos 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.

<https://www.trans-cosmos.co.jp/english/>

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