

# Press Release



August 4, 2020  
transcosmos inc.

## **transcosmos releases home-based contact center services that deliver the same level of productivity & quality as the centers with operational flows designed for the new services**

### **Enhances “business continuity plans,” and optimizes “operational costs” by reducing facilities**

transcosmos inc. (Headquarters: Tokyo, Japan; President & COO: Masataka Okuda) hereby announces that the company will release new “Home-based Contact Center Services.” Bringing its largest contact center network in Japan to home-based services with the same service quality, transcosmos helps companies enhance their business continuity plans whilst ensuring a highly secure environment. These are next-gen contact center services that deliver both high productivity and quality with new operational flows that are designed based on transcosmos’s long-built expertise and digital tools. Building on its proven record of operating home-based contact centers with approximately 1,500 agents for around 100 clients, transcosmos will further enhance and push its initiative towards making contact center operations home-based with the new services.



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# Contact Center

### ■ Story behind the new services development

Today, the contact center business is at a crossroad. Despite home-based contact centers are drawing market attention against the backdrop of an increase in diversified workstyles, sole proprietorship and side jobs, and teleworking, businesses remained concerned about potential risks and productivity due to limited actual cases, and a lack of established operational rules and security standards. Although there are significant benefits for workers, clients did not have clear objectives for “shifting to a home-based approach,” creating a huge bottleneck for making the change. Now, the impact of the novel coronavirus has dramatically changed such perceptions. Clients’ concerns such as possible contact center business closedowns as a result of the spread of infections and a Covid-19 outbreak, lack in building and floor spaces for ensuring social distancing, and difficulty in hiring due to prospects’ anxiety about commuting, have revealed the importance of reconsidering costs and preparing successful business continuity plans in case of an emergency for their survival.

Recognizing such a situation, transcosmos will release new home-based contact center services to support clients’ businesses stronger than ever before. As a first step, transcosmos will provide the new services to clients that the company currently offers its center-based contact center services. **Setting two clear objectives & benefits for clients, namely, 1) Enhance business continuity plans, and 2) Optimize costs through the reduction of facilities, transcosmos will propose plans that best fit each individual client.** In designing home-based service plans for clients, transcosmos assesses various customer service approaches comprehensively such as combining AI voicebots and agent voice support, and using both chat agent and chatbot. Ultimately, transcosmos proposes and provides the best possible service plan for each individual client.

## ■ Home-Based Contact Center Services: 3 Key Advantages



Along with the release of home-based contact center services, transcosmos will further drive its initiatives towards securing employees' safety and security, and diversifying workstyle options. For example, transcosmos will develop its proprietary programs for developing, training, and growing employees by making the most of digital technologies so that agents can perform comfortably without feeling isolated in a home working environment. At the same time, transcosmos plans to hold recreation sessions and events for home-based agents to foster a sense of belonging, prevent turnover, and keep them motivated. transcosmos will also carry out Employee Satisfaction survey for employees working from home. Through such initiatives, transcosmos will take actions to offer stable employment, and meet the needs for new workstyles for individuals who have limited options for their work patterns due to private reasons such as parenting and nursing care.

In addition, in order to further enhance security, quality and productivity, transcosmos will drive the development of AI and digital solutions to detect security incidents and low-quality conversations with customers automatically. The company has already set up two dedicated teams, one for handling equipment malfunctions that tend to occur in home-based operations, and the other for providing guidance to improve the quality of conversation. At the same time, transcosmos will promote the business model powered by sole proprietors, thereby delivering highly competitive services in terms of both flexibility in staffing and pricing.

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

\* Other company names and product or services 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 169 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, transcosmos provides a comprehensive One-Stop Global E-Commerce services to deliver our clients' excellent products and services in 48 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.

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

**Media Contact**

Public Relations & Advertising Department, transcosmos inc.

Email: [pressroom@trans-cosmos.co.jp](mailto:pressroom@trans-cosmos.co.jp)