

Press Release



November 20, 2020

transcosmos inc.

transcosmos receives “China Best Customer Experience Award,” at the “Golden Voice Award,” a prestigious award in the Chinese contact center industry

Highly recognized for proven records in digital & AI-powered customer services

Shanghai transcosmos Marketing Services Co., Ltd. (Headquarters: Shanghai, China; CEO: Eijiro Yamashita; transcosmos China), a wholly-owned subsidiary of transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda), is delighted to announce that the company received “China Best Customer Experience Award” at the “Golden Voice Award: China Best Customer Contact Center & Customer Experience Award Ceremony, 2020” held on November 19, 2020.



Yang Jie, VP of Contact Center Business Unit at transcosmos China attending the award ceremony

The “13th Golden Voice Award – China Best Contact Center & Customer Experience Award, 2020” is co-hosted by 51Callcenter and People’s Government of Zhangjiagang City, and directed by the Ministry of Industry and Information Technology, and the Ministry of Human Resources and Social Security of the People’s Republic of China. Showcasing their outstanding capabilities, prominent contact centers and CRM companies compete for the award, which is akin to the “Oscars” for China’s contact center industry. At the award ceremony, top-rated companies that have been recognized for making a significant contribution to the contact center industry and customer relations management sector, received the award. After going through rigorous screening, including an initial evaluation by the award review committee, an on-site performance evaluation and expert judgement, transcosmos China was awarded with the “Golden Voice Award – China Best Customer Experience Award, 2020” for its abundant success stories, and solutions that boost customer experience (CX) in the contact center business, making the most of digital and AI technologies.

Against the backdrop of the popularity of big data and intelligent services across all spheres of society, there is an increasing demand for next-gen contact center services that help boost CX. Given the situation, contact center services players must take a proactive approach, not passive, in serving customers, grasp customer needs with the power of big data and AI technologies, and build next-gen contact centers that deliver enhanced CX. Building on its proven traditional multi-channel contact center services, transcosmos China continues to offer customer services that enhance CX by taking a series of initiatives to help clients increase customer traffic, analyze chat text data, and run successful targeted marketing. At the same time, transcosmos China has been increasing contact center service efficiency with the use of AI technologies. For example, the company now handles customer inquiries in a minimum of time by using both chatbot and agent services, thereby delivering higher service quality. With the aims of elevating clients' customer satisfaction and enhancing CX, transcosmos China continues to increase its expertise.



Award Plaque: “Golden Voice Award – China Best Customer Experience Award, 2020”

■ transcosmos history in China

transcosmos 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, transcosmos 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 outsourcing 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 transcosmos employees work in China.

transcosmos aims to be the CX solution provider for clients who always provides them with high-quality, high-value services.

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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 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, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients' excellent products and services to consumers 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. 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