

Press Release



December 25, 2020
transcosmos inc.

transcosmos China receives the “Customer Experience Solutions Award” from CTI Forum Contributes to clients in enhancing customer experience with its next-gen contact center services powered by big data and AI technologies

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 was highly recognized for the successes it has achieved with its customer experience solutions, and received the “Customer Experience Solutions Award” at the “CTI FORUM 2020 Editors’ Choice Award” hosted by CTI Forum on December 18, 2020.



Doris Liu, Assistant Director, Contact Center Business Unit, transcosmos China at the award ceremony.

Started in 2011, this year marks the 10th anniversary of the “CTI FORUM Editors’ Choice Award,” the renowned award program in the industry hosted by the CTI Forum, a dominant Chinese online media company which offers information services. The winners were selected after going through screening processes including “Self-nomination / Nomination and Experts’ reviews,” and call-based and on-site survey about the nominated companies’ products and solutions. In addition, based on their abundant experience and deep insights into the industry accumulated over many years, as well as receiving diverse inputs from the industry, the industry experts assessed and evaluated the nominated companies’ outstanding Information Communication Technology (ICT) products and solutions in the ICT industry as well as their employees. Highly recognized for its customer experience solutions, transcosmos China won the “Customer Experience Solutions Award.”

As the contact center industry has been putting its focus on delivering digital transformation in recent years, the industry faces a challenge in developing next-gen contact center services that will boost customer experience (CX). To satisfy the needs of their clients, service providers must enhance their services by making the most of big data and AI technologies. Under such a situation, building on its proven traditional multi-channel contact center services, transcosmos China offers its unique 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 its service efficiency with the

use of AI technologies. For example, the company not only handles multiple customers simultaneously but also does that in a minimum of time by using both chatbot and agent services. Moreover, with the goal of making customer service quality even better, transcosmos China constantly broadens its practical knowledge and increases the accuracy of AI speech recognition. transcosmos China continues to contribute to clients in increasing customer satisfaction and enhancing CX by providing a range of data support services such as analyzing a variety of customer inquiries systematically.

■ 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, Tianjin, 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/>

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