

# Press Release



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transcosmos inc.

## transcosmos Thailand wins 4 awards at TCCTA Contact Center Awards 2023

### Recognized for its operational excellence and strong commitment to DX in the contact center industry

transcosmos inc. (Representative Director, Co-presidents: Masaaki Muta, Takeshi Kamiya) is proud to announce that transcosmos (Thailand) Co., Ltd. (Headquarters: Bangkok, Thailand; Managing Director: Hiroyoshi Hara; transcosmos Thailand), its subsidiary, has made remarkable achievements at the TCCTA Contact Center Awards 2023 hosted by Thai Contact Center Trade Association (TCCTA). In its debut year of participation, transcosmos Thailand achieved remarkable success, securing four awards for the company's commitment to operational excellence and digital transformation (DX) within the contact center industry.



Right: Sudaporn Vimolseth, Former Vice President of TOT Academy  
Left: Hiroyoshi Hara, Managing Director of transcosmos Thailand

TCCTA (<http://www.tccta.or.th/>) was established by the Ministry of Commerce of Thailand. With many member companies in Thailand, the TCCTA aims to enhance the quality of contact center services and raise the standard of the industry. The TCCTA recognizes and rewards contact center businesses that have displayed their commitment to provide high quality services during the year at its annual TCCTA Contact Center Awards.

transcosmos established transcosmos Thailand in 2008. Since then, the company has been offering customer experience (CX) solutions including contact center services and e-commerce one-stop services for the Thailand local market. Not only supporting clients in Thailand, transcosmos Thailand also helps companies that plan to expand into Thailand from Japan and other countries.



The esteemed awards received by transcosmos Thailand are as follows:

**Gold - The Best Professional Management Contact Center (Over 100 Seats):** transcosmos Thailand's dedication to professional management practices by introducing digitalization technologies such as Data Visualization to reduce cost, improve operational efficiency and provide the best possible customer experience has been recognized at the highest level, positioning the company as a true leader in the industry.

**Bronze - The Best Customer Satisfaction Contact Center (Over 100 Seats):** transcosmos Thailand's unwavering focus on customer satisfaction through the concept of "Banso" partnership model has earned it a well-deserved bronze award, demonstrating its determination to deliver outstanding service and long-term commitment to clients.

**Bronze - The Best Workflow Contact Center (Over 100 Seats):** The company's efficient workflow processes have been acknowledged with a bronze award, emphasizing its dedication to streamlining operations and delivering top-notch service through utilization of concepts such as PDCA and internal Business Process Improvement (BPI).

**Bronze - The Best Social Media Contact Center (Over 100 Seats):** transcosmos Thailand's proficiency in managing customer interactions on social media platforms has been recognized with a bronze award, highlighting its prowess in the digital landscape. Through the Social Analysis service in combination with Contact Center & Digital Marketing operation provided by transcosmos Thailand, clients were able to create a seamless operation that utilizes social media data from consumers to optimize their marketing plan & contact center service.

These accolades underscore transcosmos Thailand's relentless pursuit of operational excellence, DX, and unwavering dedication to create the best customer experience.

transcosmos Thailand extends its gratitude to the TCCTA Contact Center Awards 2023 for this recognition and looks forward to continuing its journey of providing exceptional customer service and being the Global Digital Transformation Partner for clients.

#### **About transcosmos Thailand:**

transcosmos Thailand is a leading provider of outsourcing services & solutions, offering a wide range of services to meet the diverse needs of its clients. With a focus on operational excellence, digital transformation, and customer experience, transcosmos Thailand continues to set industry benchmarks and aims to be the leading Global Digital Transformation Partner.

For more information about transcosmos Thailand, please visit <https://www.trans-cosmos.co.th/>.

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

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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 164 bases across 27 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 46 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. Visit us here <https://www.trans-cosmos.co.jp/english/>

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