

## Frost & Sullivan recognizes Transcom's growth and innovation in multiple customer care outsourcing markets

Press release

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Transcom recently received the [Frost & Sullivan 2015 Visionary Innovation Leadership Award in Europe](#). During 2014, Frost & Sullivan also awarded Transcom the [Peru Frost & Sullivan Award for Growth Excellence Leadership](#), as well as the [Frost & Sullivan Philippines Contact Center Outsourcing Growth Excellence Leadership Award](#).

Based on its recent analysis of the contact center outsourcing market, Frost & Sullivan has recognized Transcom with the **2015 European Frost & Sullivan Award for Visionary Innovation Leadership**. Each year, Frost & Sullivan presents this Award to the company that has demonstrated the understanding to leverage global Mega Trends and integrate the vision into processes to achieve strategic excellence. The Award recognizes the efficacy of the recipient's innovative process and the impact it has on business and society at large. The Award report states: "With its strong overall performance and forward-thinking initiatives in Europe, Transcom has earned Frost & Sullivan's 2015 Visionary Innovation Leadership Award for that region of the world."

Upon awarding Transcom the **2014 Peru Frost & Sullivan Award for Growth Excellence Leadership**, Frost & Sullivan noted that Transcom was the fastest-growing contact center outsourcing service provider in the Peruvian market in 2013, and that the growth was backed by a customer-centered approach, an omni-channel strategy, and maintenance of high service quality and organizational standards. "In its efforts to position itself as an innovator, the company has unified the key performance indicators of all the interaction channels of voice, email, chat, social media, and SMS," commented Frost & Sullivan Research Analyst Sebastián Menutti. "This strategy sets Transcom apart from most of its competitors and is the first step toward offering a software solution that will enable it to manage all interactions from an integrated platform."

The Frost & Sullivan Philippines Excellence Awards is now in its 5<sup>th</sup> consecutive year and seeks to recognize companies and individuals that have pushed the boundaries of excellence - rising above the competition and demonstrating outstanding performance in the Philippines market. The **2014 Philippines Contact Center Outsourcing Growth Excellence Leadership Award** was awarded to Transcom. The nominees were measured on their revenue, customer growth, spread of solutions and service diversification, size of operations, strategic initiatives, competitiveness in the market, product differentiation, and innovation. Frost & Sullivan based their decision on extensive research, in-depth interviews and documentation about Transcom and our competencies.

Johan Eriksson, President & CEO of Transcom, commented: "At Transcom, we are striving to continuously improve our service offering, focusing on advanced, value-added services. Our industry is changing fast. Customer needs are evolving and client requirements are shifting from a transactional focus towards quality and value, e.g. empowered agents, high value-added services, analytics and vertical solutions. We also see rapid growth of non-voice multichannel and automated services, requiring more advanced technology platforms as well as process innovation. Receiving these awards from Frost & Sullivan further reinforces my belief that

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Transcom is well-positioned and that we and our clients are ready to benefit from the profound changes taking place in our industry.”

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#### **About Transcom**

*Transcom is a global customer experience specialist, providing customer care, sales, technical support and collections services through our extensive network of contact centers and work-at-home agents. We are 29,000 customer experience specialists at 54 contact centers across 23 countries, delivering services in 33 languages to over 400 international brands in various industry verticals. Transcom WorldWide AB's share is listed on the Nasdaq Stockholm Exchange under the ticker symbol TWW.*