

## Transcom renews its agreement with BBVA for outsourced customer care and sales services

Press release

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Transcom WorldWide AB (publ) today announced that the company has renewed its agreement with BBVA to provide outsourced customer care and sales services. BBVA is a customer-centric global retail financial group that offers its customers around the world a full range of financial and non-financial products and services. It has 51 million customers and is present in 31 countries. Transcom's new contract with BBVA is valid for three years, starting on July 1, 2015.

Transcom has served BBVA since 2008 from two of its Spanish contact centers, in Madrid and in Seville. Approximately 720 Transcom agents support BBVA with services that cover the entire customer lifecycle, including customer acquisition, customer service, cross- and upselling, and back office services. Customers are served via multiple channels, including phone, email, chat and social media. This year, video calls will be introduced as well.

"I am very pleased to be able to announce this contract renewal with BBVA. The financial services industry is currently undergoing profound digital transformation, and our client is clearly positioning itself for leadership in digital banking. Transcom's role is to support BBVA's business strategy by delivering excellent multi-channel customer service and support, while also reducing cost and helping to drive growth for our client", commented Johan Eriksson, Transcom's President and CEO.

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### **About Transcom**

*Transcom is a global customer experience specialist, providing customer care, sales, technical support and credit management services through our extensive network of contact centers and work-at-home agents. We are 30,000 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.*