

## Customer Experience Services Transformation

# Transcom

### Report Abstract

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By Ivan Kotzev

Lead CX Services Analyst

NelsonHall

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## Who is this Vendor Assessment for?

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NelsonHall's CX Services Transformation profile on Transcom is a comprehensive assessment of Transcom's offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CX services and identifying vendor suitability for content moderation, trust and safety, and content development RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the CX services sector.

## Key Findings & Highlights

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Transcom targets the market as a mid-sized, fast-moving and agile CX services provider combining digital tools and platforms, applied insights, and operational excellence through automation, sales through service, and multishore delivery. It is increasing the number of custom technology incubations for clients and in partnerships, and then evolving these platforms into commercial solutions offered to the client base. It is also creating assessments of the clients' genAI maturity on the people skills and technology.

Outsourcing clients looking for a CX services vendor with advanced implementation of AI voice and machine translation with live client implementations and continuing investments, as well as strong genAI applications in reporting and analytics, should especially consider this profile on Transcom.

## Scope of the Report

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The report provides a comprehensive and objective analysis of Transcom's CX Services Transformation offerings, capabilities, and market and financial strengths, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, challenges, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base, including the company's targeting strategy and examples of current contracts
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization, including the location of delivery centers.

## **CX Services Transformation Vendor Assessments also available for:**

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Alorica

ArvatoConnect

Atento

Concentrix + Webhelp

Conduent

Firstsource

Foundever

HGS

Infosys BPM

IntouchCX

Movate

ResultsCX

Sigma Connected

TaskUs

Tech Mahindra

Teleperformance

WNS.

## About The Author

Ivan Kotzev is NelsonHall’s Customer Experience (CX) Services Lead Analyst, with global responsibility for CX services research and client support.

Known for his keen analytical ability and knowledge of the latest developments in CX services delivery and transformation, Ivan assists clients worldwide in understanding and getting the most from CX services across areas including analytics, social media, omnichannel integration, and multi-process CX. Ivan is also a leading voice on how automation is revolutionizing the customer experience.

Ivan can be contacted at:

- Email: [ivan.kotzev@nelson-hall.com](mailto:ivan.kotzev@nelson-hall.com)
- X (Twitter): [@IvanK\\_NH](https://twitter.com/IvanK_NH)



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NelsonHall is the leading global analyst firm dedicated to helping organizations understand the “art of the possible” in digital operations transformation. With analysts in the U.S., U.K., Continental Europe, and Asia, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. For vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall conducts rigorous, primary research and is widely respected for the quality, depth, and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at [guy.saunders@nelson-hall.com](mailto:guy.saunders@nelson-hall.com)

### Boston

Riverside Center, 275 Grove Street, Suite 2-400, Newton Massachusetts 02466  
Phone: +1 857 207 3887

### London

29 Rose Hill  
Binfield,  
Bracknell,  
RG42 5LH  
Phone: +44 (0)203 514 7522

### Paris

115 rue de Reuilly,  
75020 Paris  
Phone: +33 (0)6 23 81 17 54

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