

# Transcom AI Solutions - the future of CX, today.



Transcom embarked on its digital transformation journey approximately four years ago, and today we take immense pride in the fact that our exceptional brand partners, on average, utilize five to ten of our innovative digital solutions. We were pioneers in our industry, introducing conversational digital tools like Whatsapp and chatbots, as well as incorporating automation, machine learning, gamification, and VR training. In 2022, we were globally recognized as leaders in digital operations. Our brand partners have acknowledged us with an impressive Net Promoter Score (NPS) of 74 in 2023, while our Digital CX Advisory consultancy services have achieved an outstanding NPS score of 90.

Our unwavering dedication to prioritize our brand partners and stay at the forefront of driving their objectives has become our obsession. We are truly a people-centric business, yet we also acknowledge being adaptable to technology is the seed for success.

The advent of generative AI, exemplified by the public launch of Open AI's ChatGPT, has profoundly impacted both consumers and business leaders, including prominent tech brands, by expanding the realm of possibilities.

## NPS 74

acknowledged by our brand partners in 2023.

## NPS 90

achieved by our Digital CX Advisory consultancy services.

## Transcom AI - Early Adoption with Diligent Focus.

After an 180-day period of extensive research, testing and analysis we can confidently say that we have gathered invaluable lessons and insights into early adoption. These experiences now form the foundation of our offerings, rooted in real-world deployments and operational expertise.

### Transcom AI Solutions - four key areas:

Our AI solutions primarily revolve around:



Customer Experience.



Client (Brand) Experience.



Agent (Operations) Experience.



Corporate (Employee) Experience.

While there exist countless use cases for applying AI, we have particularly emphasized the solutions that our brand partners have identified as yielding immediate benefits. These solutions have demonstrated an ability to generate just around the corner ROI, requiring minimal deployment effort and IT implications. Many of these solutions are closely tied to enhancing the customer experience. Additionally, it is noteworthy that real-time translation in voice and text, as well as voice AI bots, have emerged as highly sought-after solutions, despite being almost completely overlooked by industry analysts and AI experts.

We have also observed growth in the realm of Client (Brand) Experience, with a strong focus on analytics and machine learning. Here, too, we have identified pathways that lead to immediate ROI with minimal deployment efforts.

As for Agent (Operations) Experience and Corporate (Employee) Experience, brands are still in the exploratory and experimental phases, making it more challenging to achieve immediate ROI at scale, while we see a few successful early adopter use cases.

For further insights into our solutions, we encourage you to connect with our Transcom AI team—the driving force behind the brilliance of our brand partners.

# Talk to us. We'd love to hear from you.

Contact us