



The largest Nordic hotel company

## PRESS RELEASE

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# Scandic signs agreement with Transcom for Nordic call center

**Scandic Hotels, the largest hotel company in the Nordic region, has renewed and expanded its cooperation with Transcom Worldwide regarding call center services. The 3-year agreement covers sales services as well as customer and member services in local languages in the Nordics.**

Nearly 70 percent of Scandic's sales today are made through the company's own distribution channels where sales via call centers account for 10 percent. In addition to improved customer service, the new agreement is expected to further increase conversion rates within the channel as well as direct synergies when all activities are managed in one place.

- By centralizing all functions and countries through Transcom, we can now offer our customers the same professional quality in all of the Nordic markets. One synergistic effect is that our operations will also be streamlined and optimized when we work together with a professional operator who has experience dealing with customers in several countries, says Thomas Engelhart, Chief Commercial Officer, Scandic Hotels.

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### About Scandic Hotels Group

Scandic is the largest hotel company in the Nordic region with 14,400 team members and a network of close to 230 hotels with about 44,000 hotel rooms in operation and under development. Scandic Friends is the biggest loyalty program in the Nordic hotel sector with 1.7 million members. Corporate responsibility has always been a part of Scandic's DNA and Scandic has been named Best Hotel Brand in the Nordic countries (BDRC). Since December 2, 2015, Scandic has been listed on Nasdaq Stockholm. [www.scandichotelsgroup.com](http://www.scandichotelsgroup.com)