

Press release

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Transcom Enhances CX with Sanas Accent Translation, Absorbing Costs for India Operations

Following a strategic partnership with [Sanas](#), and seeing real-time impact of the world's first real-time speech understanding platform, Transcom is proud to announce that Sanas' groundbreaking accent translation technology will now be integrated into its clients' operations in India. Demonstrating its commitment to innovation and client success, Transcom will fully absorb the cost of this transformative solution, ensuring unmatched communication clarity without any additional expense for its clients.

India has long been a global hub for customer experience (CX) services, renowned for its quality and cost-effectiveness. However, accent differences have traditionally posed challenges, sometimes leading to communication gaps and frustration for customers and agents alike. To address this, Transcom has embraced Sanas' accent translation technology, empowering its clients to experience seamless communication while leveraging India's world-class CX talent expertise.

"We recognize that effective communication is the foundation of superior customer experience," says Brian Johnson, CEO of Transcom. "By incorporating Sanas' accent translation into our India operations and absorbing the cost, we are taking a bold step toward eliminating language barriers and elevating CX standards for our clients. This technology allows us to provide clear, fluid communication in every customer interaction, enabling faster resolutions and deeper connections."

Brian Johnson continues: "At Transcom, our people are our greatest asset. Sanas' technology not only enhances communication clarity for customers but also reduces stress for our employees, creating a more positive and efficient work environment. It's a win-win for everyone involved."

This move positions Transcom as a leader in delivering top-tier CX solutions by combining affordability, scalability, and exceptional communication clarity. With Sanas' accent translation at its core, Transcom ensures its clients can harness the best of India's CX expertise while overcoming traditional communication challenges.

Transcom's adoption of Sanas represents a significant step forward in its mission to redefine customer experience through innovation, making clear communication a seamless part of every interaction.

About Transcom

Transcom provides AI and digitally enhanced customer experience (CX) services to some of the world's most ambitious brands. More than 300 clients globally, including disruptive e-commerce players, category redefining fintechs, and technology legends rely on us for on-, off-, and nearshoring services. Transcom's over 30,000 employees work in over 85 contact centers and work-at-home networks across 29 countries, creating brilliant experiences in customer care, sales, content moderation and back office services. We

Transcom

help our clients drive their brands forward, customer satisfaction and decrease operating costs. For more information, visit transcom.com.

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