

Press release

October 29th, 2025

Transcom Celebrated as a Top Innovator in EMEA by the 2025 Gartner Eye on Innovation Awards

Transcom, a global Customer Experience (CX) services provider, today announced that two of its pioneering AI projects have been distinguished in the **2025 Gartner Eye on Innovation Awards for Mid-Size Enterprises, EMEA**. The company's Automated Quality Assurance (AQA) project was named a Runner-Up, while its AI Agent Trainer (AI AT) project was selected as a Finalist. This dual recognition places Transcom's innovations among the top tier in a highly competitive field, highlighting the company's leadership in applying advanced AI to solve critical industry challenges.

The Automated Quality Assurance (AQA) project tackles a major, industry-wide challenge: manual quality audits are typically able to review only a small fraction of customer interactions. This limited sampling means significant issues like hidden compliance gaps and vital agent coaching opportunities are consistently missed.

Transcom's AQA solution leverages a sophisticated AI pipeline to ingest, transcribe, and analyze 100% of voice, chat, and email transcripts. This innovation fundamentally shifts Quality Assurance (QA) from retrospective policing to a live performance engine across over 30 languages. The results are transformative: QA coverage increased from 2% to 100%, evaluation time dropped by 96%, and data-driven coaching led to a 4.8 percentage point increase in first-call resolution and a 3.1 point rise in CSAT. This layering of discovery analytics transforms QA from a compliance task into a real-time, continuous, AI-driven optimization engine that is unique in the Business Process Outsourcing (BPO) market.

In addition to AQA, **AI Agent Trainer** was named an innovation finalist. This project addresses the resource-intensive and time-consuming process of training new hires. By replacing labor-intensive rehearsals with endlessly scalable AI personas, the solution enables agents to refine their soft skills to fluency, providing trainers with data for targeted coaching.

“Our recognition by Gartner for both the Automated Quality Assurance (AQA) and AI Agent Trainer (AI AT) projects proves that AI is central to Transcom's strategy,” commented Sandra Kujundžić Drašković, Transcom Global CIO. “We're not just applying technology for incremental change, we're using generative AI to fundamentally reinvent our operations, from how we train our people to how we assure quality for our clients. I truly believe that receiving both mentions underscore our dedication to transforming the entire CX landscape, driven by our digital vision: “Human operations empowered by AI”.

To learn more about Transcom's innovations, visit [Gartner's Eye on Innovation Award website](#) and watch our videos [AQA project](#) and [AI AT project](#).

Transcom

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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 80+ contact centers and work-at-home networks across 29 countries, creating brilliant experiences in customer care, sales, content moderation and backoffice services. We help our clients drive their brands forward, customer satisfaction up and operating costs down. For more information, visit www.transcom.com.