Transcom

Press release

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Everest recognizes Transcom as a Leader and Star Performer in Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2025 – EMEA

Great momentum for Transcom, a global Customer Experience (CX) services provider, with a new milestone that highlights its innovation-driven approach and strong market position. Transcom has been proudly named a **Leader** and **Star Performer** in the **Everest Group Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2025** for the **EMEA region**, an ambitious recognized benchmark that evaluates service providers based on their market impact and delivery potential.

Transcom's achievement is a direct result of several key strategic initiatives and expanded capabilities:

- Global footprint: bolstering its offshore delivery model with the establishment of new centers in strategic locations, including India, Egypt, and Tunisia.
- Strategic AI partnerships: the long-standing collaboration with Google has significantly expanded Transcom's AI capabilities and offerings, ensuring cutting-edge solutions for clients.
- Enhanced service quality: accent neutralization has improved the quality of customer interactions by effectively eliminating accent barriers.

"Transcom has strengthened its position as a Leader and a Star Performer in Everest Group's Customer Experience Management (CXM) PEAK Matrix® Assessment 2025 – EMEA, driven by its strong presence across Continental Europe and expansion into the UK&I and supported by strong service delivery capabilities across the region," said **David Rickard, Partner, Everest Group**. "Its balanced shoring model and multilingual capabilities, coupled with strategic partnerships and continued investments in AI-powered solutions such as sentiment analytics and Agent Development Accelerator (ADA), reflect its ability to enable digital-first, human-centric CX for the clients within the region."

In today's market, innovation only matters if it improves human interaction," said **Marieke Smidt, CEO, Transcom EMEA**. "At Transcom, we design AI-powered solutions around a people-first philosophy – augmenting empathy, creativity and judgement, not replacing them. Everest Group's recognition affirms this approach and our commitment to delivering measurable value for our clients."

You can get more details about the report here

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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

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our clients drive their brands forward, customer satisfaction up and operating costs down. For more information, visit www.transcom.com.

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