

Press release

December 3, 2025

Transcom named a Leader in NelsonHall's 2025 CX Services Transformation NEAT evaluation

A new recognition for our already award-winning collection. Transcom today announced it has been recognized as a **Leader** in the **2025 NelsonHall NEAT vendor evaluation** for **CX Services Transformation**. Transcom secured Leader status across three key market segments: **Overall, CX Improvement Capability, and Cost Optimization Capability**.

The NEAT report identifies Transcom as a top performer among major vendors, citing its ability to drive immediate benefits while meeting future client requirements through CX improvement, cost optimization, and revenue generation.

Transcom credits this recognition to its nimble, holistic approach, prioritizing four strategic pillars:

- **Human empathy & AI efficiency:** leadership in proprietary AI models and LLM-driven tools that boost productivity, drive cost efficiency, and enhance experts' performance at scale.
- **End-to-end CX transformation:** seamless integration across the full customer lifecycle, from operations, analytics, and consulting to trust and safety, back-office support, and automation.
- **Digital CX optimization:** continuous investment in strategic innovation - including BI, sentiment analytics, CCaaS integration, and AI-powered voice solutions - to improve all aspects of performance.
- **Strategic global delivery:** expansive nearshore and offshore capacity encompassing leading talent worldwide to support diverse client needs with flexibility and efficiency.

"Being named a Leader in CX Services Transformation is a testament to our relentless pursuit of innovation. From our investment in cutting-edge digital and AI technologies to our strategic global delivery, we are reshaping what is possible in this industry" said **Brian Johnson, President and CEO of Transcom**. "Our focus is on driving high-impact results, ensuring we build world-class solutions that serve our team, clients, and the customers we support".

"Transcom's innovation and AI development path has produced a strong AI voice and machine translation expertise, plus GenAI-powered agent assist tools across knowledge management, analytics, and performance tracking" said **Ivan Kotzev, Lead CX Services Analyst, NelsonHall**. "Enterprises are embracing these capabilities as value-add accelerators that bring immediate benefits for customers and CX employees."

To view the full details of the report, please click [here](#)

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.