

Press release

December 15, 2025

Transcom recognised as a Leader in QKS Group's 2025 SPARK Matrix™ for Contact Center Outsourcing Services.

Transcom is proud to announce it has been named **Global CX Leader in QKS Group's 2025 SPARK Matrix™** for the fourth consecutive year. The assessment spanning Contact Center Outsourcing Services (CCOS) worldwide places us globally in the Top 4 overall as well as the Top 3 for Service Excellence, cementing our position at the forefront of intelligence-driven CX services.

The QKS Group SPARK Matrix™ is a rigorous industry framework that evaluates global CCOS providers based on their service capabilities and market differentiation. The 2025 evaluation highlights Transcom's continued excellence in delivering intelligence-driven CX services, positioning the company in the top-right quadrant, for its superior "Service Excellence" and "Customer Impact". This reaffirms our industry-leading consistency in delivering measurable customer value while developing AI-enhanced operations and future-ready solutions.

"Securing a top Leader position in the SPARK Matrix for the fourth consecutive year demonstrates the depth of the transformation capabilities we deliver for our clients. The market demands deep, long-standing relationships built on continuous transformation, not simple scale. By fusing expertly integrated technology with the unmatched talent of our team, we operate as true advisors, integrators, and transformation partners for the world's leading enterprises," said **Brian Johnson, President and CEO of Transcom**. "This recognition confirms that the market demands intelligence, led by deep business analytics and insights, and Transcom is leading the charge."

The report validates Transcom's strategic transformation, noting its ability to drive higher satisfaction and efficiency compared to competitors who rely solely on technology or scale. Specifically, the report recognized Transcom's strength in its proprietary technology suite, which includes AI-powered solutions such as IRIS, an integrated real-time interaction solution; the Autopilot framework; and the ADA platform, which applies AI to simulate complex customer interactions, accelerating training and improving service quality and retention. This combination of productized tools and pragmatic human-in-the-loop guardrails positions Transcom as a provider that can capture efficiency gains from AI at scale while maintaining the reliability enterprise buyers demand. The report also recognized Transcom's foundational strength in embedding cybersecurity and data privacy protocols to safeguard client and customer information across diverse delivery geographies.

"Transcom is navigating the industry's shift from traditional, cost-centric outsourcing to intelligence-driven operations. By combining human expertise with AI-enabled orchestration and real-time analytics, the company is evolving its delivery model toward greater adaptability and precision," said **Amandeep Singh Khanuja, Principal Analyst & Practice Director, QKS**. "This approach reflects a broader transformation across the BPO landscape, where value is increasingly defined by the ability to merge automation with human judgment to drive consistent, high-impact customer outcomes."

Read more about Transcom's Leader position in the **2025 SPARK Matrix™** [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.

About QKS Group

QKS Group is a global analyst and advisory firm helping enterprises, technology vendors, and investors make trusted, data-driven decisions. Our portfolio spans the flagship SPARK Matrix™ evaluation framework, SPARK Plus™ analyst advisory platform, QKS Intelligence™ for market and competitive tracking, and QKS Community™ for CXO leaders and practitioners. All offerings are powered by a Human-Intelligence-driven framework and QKS's closed-loop research methodology - integrating expert-led insights, quantitative modeling, and continuous validation to deliver credible, outcome-focused intelligence.