

Press release

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Transcom Recognized by Frost & Sullivan for AI-Driven Customer Experience Management (CXM) Innovation in 2026

Transcom has been awarded the 2026 Frost & Sullivan Technology Innovation Leadership Recognition for Customer Experience Management (CXM) in both North America and Asia-Pacific.

This recognition highlights Transcom's leadership in AI-powered customer experience, combining advanced automation with a people-centric delivery model to improve efficiency, scalability, and customer satisfaction.

Rather than pursuing theoretical AI experimentation, Transcom focuses on execution-led innovation. Through its global R&D hub, T:Labs, the company rapidly translates emerging technologies into business-ready solutions, such as specialized Large Language Models (LLMs) and next-generation multilingual support.

The company focuses on execution-led AI innovation, deploying solutions directly into live operations rather than limiting them to experimentation. It pairs this approach with an embedded CX Advisory practice integrated into its core services, enabling continuous, insight-led optimization.

Key Highlights

- Award: 2026 Frost & Sullivan Technology Innovation Leadership Recognition
- Industry: Customer Experience Management (CXM)
- Regions: North America and Asia-Pacific
- Core capability: AI-enabled CX transformation at scale
- Measurable outcomes:
 - 15-20% reduction in handling time
 - Up to 94% customer satisfaction (CSAT)
 - Significant total cost of ownership (TCO) reduction

AI Innovation Model: Execution Over Experimentation

Through its R&D hub, T:Labs, Transcom develops and deploys:

- Specialized LLMs for customer service use cases
- Next-generation multilingual AI support systems
- Operational AI tools embedded into real workflows

This approach enables enterprises to move from AI strategy to measurable business outcomes.

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Modular AI Framework for CX Operations

Transcom's AI architecture is built on a modular framework that integrates into existing CX operations:

Core Components:

- Auto-pilot: End-to-end automation of customer interactions
- Co-pilot: Real-time AI assistance for human agents
- Analytics: Continuous performance optimization using data insights

Proprietary AI Tools:

- AI Agent Trainer - accelerates onboarding and skill development
- Automated Quality Assurance (AQA) - scales QA processes with AI
- Real-Time AI Agent Assist - improves agent accuracy and speed during live interactions

This framework is technology-agnostic, allowing integration across enterprise systems.

Business Impact of Transcom's AI Solutions

Transcom continues to translate AI-driven CX strategy into measurable results. For example, the company delivered a seamless, day-one carve-out for a global subscription business, ensuring uninterrupted service while launching a fully independent, scalable CX operation. In another example, Transcom deployed targeted automation within weeks for a U.S.-based healthcare program, improving efficiency and data accuracy under strict regulatory requirements.

These outcomes highlight Transcom's ability to execute complex transformations at speed, converting AI innovation into real-world performance gains.

Leadership Perspective

Brian Johnson, President and CEO, Transcom, said:

"These recognitions validate our commitment to delivering visionary innovation with operational precision. In today's market, enterprises require more than just a service provider; they need advisors, integrators, and transformation partners who can turn complex AI concepts into measurable business impact. By embedding pragmatic, people-centered experiences into our core operations, we help clients navigate an AI-augmented future while maintaining a relentless focus on Total Cost of Ownership."

Frost & Sullivan Analyst Insights

Sebastian Menutti, Industry Director, Frost & Sullivan, noted:

"Through this execution-first innovation model, Transcom demonstrates that technology leadership in CXM relies on deploying AI at scale across geographies and verticals while delivering consistent, measurable outcomes."

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“The company pairs this pragmatic approach with an embedded CX Advisory practice that integrates directly into its core CX services rather than operating as a standalone consulting layer, enabling continuous, insight-led optimization.”

Sherrel Sonia Roche, Associate Director, Customer Experience Research, Frost & Sullivan, added:

“Transcom’s AI-enabled CX services in Asia-Pacific are designed for speed, scalability, and multilingual excellence, addressing the region’s dynamic market needs.”

To view the full details of the reports, click here: <https://pd.transcom.com/frost-and-sullivan-award-2026>

To view the award reports published on Frost & Sullivan’s website, click here: <https://www.frost.com/analytics/best-practices-recognition/2026-recognition-recipients/>

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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 over 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.