

# Press Release



April 10, 2009

transcosmos CRM Okinawa, Inc

transcosmos, Inc

## **transcosmos Group Call center newly opened in Okinawa (MCM Center Koza, Okinawa) becomes fully operational**

Fourth center in the Okinawa area becomes operational with Willcom's customer support operations

transcosmos, Inc. (Headquarters: Shibuya Ward, Tokyo, President and COO: Masataka Okuda, security code: 9715. Hereafter, transcosmos) and group subsidiary transcosmos CRM Okinawa Inc. (Headquarters: Okinawa City, Okinawa Prefecture, President and CEO: Kunio Shimofusa, hereafter, CRM Okinawa) has accepted the customer service operations of Willcom Inc. (Headquarters: Minato Ward, Tokyo, President and CEO: Masaki Kikugawa, hereafter, Willcom). Operations have gone into full swing since April at the MCM Center Okinawa Koza, which is transcosmos' 4<sup>th</sup> call center in the Okinawa area. With the establishment of the Center, operations began with approximately 100 new communicators being employed.

MCM Center Okinawa Koza (Marketing Chain Management Center Okinawa Koza) was opened within the commercial complex "Korinza," run by third-sector company, Okinawa City Amenity Plan Inc. Though initially, it will be operated with 50 seats and approximately 100 communicators, the facility will prepare for expanded business and install about 270 seats, anticipating about 400 communicators at full operational capacity.

At the opening of the MCM Center Okinawa Koza, we have received the following comments from the governor of Okinawa Prefecture, Mr. Hirokazu Nakaima and mayor of Okinawa City, Ms. Mitsuko Tomon.

■ Governor of Okinawa Prefecture, Mr. Hirokazu Nakaima

I wholeheartedly welcome the opening of your fourth center "Marketing Chain Management Center Okinawa Koza" here in Okinawa Prefecture. You have been making great contributions toward expanding employment within Okinawa Prefecture until now, and I would like to take this opportunity to thank you for this. Due to the current global economic slowdown and slumping domestic economy, the employment situation continues to be very difficult. During such times, I am very hopeful that the opening of your fourth center here in Okinawa not only creates employment opportunities, but will also stimulate the local economy. Okinawa prefecture will continue in our effort to promote information and telecommunication as one of our strategic industries, so I would like to ask for your continued partnership.

■ Mayor of Okinawa City, Ms. Mitsuko Tomon

On the 10<sup>th</sup> Anniversary of the establishment of transcosmos CRM Okinawa, I would like to express gratitude from the bottom of my heart for opening your fourth center here. Your first center established in 1999 presently employs 200 workers, and the newly constructed fourth center, I am told, is employing 100 new employees. As you may already know, our city as well as our prefecture is suffering from high unemployment rates especially affecting the younger generation and those with

disabilities. The creation of new jobs and stimulating the local economy are pressing issues for us. Under such circumstances, the establishment of your fourth center is extremely important in that it creates employment opportunities and reenergizes our economy. I am very hopeful that you will be making great contributions toward the economic development of our city.

In 1999, transcosmos established CRM Okinawa, a 100% wholly owned subsidiary, and entered into the Okinawa area. Later, in 2006, the MCM Center Naha was opened as its first company owned building, and ever since has been operating as a business group rooted in Okinawa Prefecture. This time, the fourth center in the Okinawa area has been opened, and it has been able to create 100 new jobs, employing a total of 2,400 people at the four combined locations. The transcosmos group will fortify its operations in the Okinawa area as well as contribute to the stimulation and development of the local community through job creation.

■ Operations in the Okinawa area \*As of the end of February 2009

June 1999:	transcosmos CRM Okinawa established	
December 1999:	MCM Center Okinawa established	Number of seats : 350
July 2004 :	MCM Center Naha Tsubokawa established	Number of seats : 890
April 2006:	MCM Center Naha establishment	Number of seats : 1,240
January 2009:	MCM Center Okinawa Koza established	Number of seats : 270

■ MCM Center Okinawa Koza (Marketing Chain Management Center Okinawa Koza) overview

Name:	MCM Center Okinawa Koza
Location:	2-28-1 Chuo, Okinawa City
Floor area:	Approximately 4,73.3 <i>tsubo</i> [0.39 acres]
Number of seats:	Approximately 270
Number of communicators:	Approximately 400 (at maximum operation)
Main work content:	Inbound/ Outbound customer support operations



Outside View of Facility



Opening Ceremony

**(About transcosmos CRM Okinawa)**

transcosmos CRM Okinawa was established in Okinawa City in June 1999. In 2004, a second center was established in Naha Tsubokawa City, and in April 2006, transcosmos constructed its first company owned building. Digital Marketing Services and Mobile Services are being offered mainly through call centers, and presently, there are 2,300 employees. It has received various awards from the prefecture of Okinawa including in 2006, the Information Security Management Specification "ISO/IEC27001"

certification; in November 2006, it received the Okinawa Prefecture Business Grand Prix honorable mention award; in July 2008 it was recognized for its job creation and worker-friendly environment and received the Okinawa Prefecture Industry and Employment Expansion Prefecture Resident Campaign Advancement Merit Award; and in January 2009, it received the Okinawa IT Business Award. transcosmos will make further efforts to create jobs with a goal of 3,000 employees and continue to provide high-quality services from Okinawa.

**(About transcosmos inc.)**

We launched operations in 1966 as a pioneer in the information processing outsourcing business. Since then we have brought together people and technology through careful effort while striving to enhance the competitive strength of our customers' enterprises by converting high added value to superior service. Since June 2002 broadband and VOIP spread diffusely, resulting in a more direct and rich connections between enterprises and consumers, and in particular, in an era in which enterprise marketing activities were revolutionized. Recognizing this, we brought out "Marketing Chain Management Company" as an enterprise slogan and endeavored to drive business. Today, telephone, web, email, and even video communication are united through the hub of the Internet protocol and a completely new communication channel is emerging. This means Internet expertise has become indispensable in call-center and contact-center services. Moving forward, transcosmos will make the most of our distinctive strengths, always adopting the latest Internet technology and developing outsourcing services. It is our intention to promote interactive marketing services that offer speed, increased sales, cost reduction and improved customer satisfaction to our customer's enterprises.  
(URL: <http://www.trans-cosmos.co.jp/>)

**Media Contact**

transcosmos CRM Okinawa  
Tel: 098-951-0800 Fax: 098-951-1600  
transcosmos inc. PR Department  
Tel: 03-4363-0123 Fax: 03-4363-1123