

CONTACT CENTER SERVICES SPECIAL

# CIO Advisor

LEVERAGING TECHNOLOGY FOR APAC BUSINESSES

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## Company:

IMACREA

## Key Person:

Shingo Suzuki  
CEO

## Description:

Offers remote contact center service package that includes both inbound and outbound calls, chats, and emails, along with marketing and sales support for clients

## Website:

imacrea.co.jp

## Top 10 Contact Center Services Companies - 2019

A few years ago, it was an obvious fact that business took several hours to resolve any complaint or respond to an email inquiry. Today, with the proliferation of technology, enterprises are looking for new ways to connect to their customers and retain them. Along with regular phone calls, enterprises are utilizing social media platforms to give utmost importance to the voice of their customers. While it could be a pleasant experience to find a customer praising a company's product on a social media platform, the results could be equally disastrous in case of a negative experience. Due to social media platforms, customer support is also public, and any miscommunication or lack of interaction can break a company's reputation at scale.

These growing channels of communication, which includes social media, utilization of artificial intelligence in chatbots, automated IVR systems, and a few more such advances have had a significant impact on workflows and processes in contact centers. There is a need for better-unified communication strategies, staffing models, performance-driven training for employees responding to social media requests need to be enhanced to retain existing customers and increase sales. Technologies are emerging to handle multiple communication channels, which also offer quality monitoring, speech analytics, web call-backs, and social media support.

To help CIO's maneuver in the right direction while adopting contact center solutions, a distinguished panel of CEOs, CIOs, VCs and analysts along with the CIO Advisor APAC's editorial board has selected the leading contact center solution, providers. The companies featured in this edition demonstrate an ability to develop innovative technologies combined with outstanding customer service.

We present to you "Top 10 Contact Center Solution Providers - 2019."

# IMACREA

## Shaping the Future of Teleworking

The 2011 earthquake that hit Japan was an unprecedented and catastrophic disaster in every sense; numerous lives were lost, buildings collapsed, and day-to-day operations came to a standstill. People were stranded, and many Japanese companies faced a crunch time as employees could not comprehend the traumatic events they witnessed and come to work for several days. It was at this juncture that IMACREA, a contact center in Shibuya, Tokyo, introduced telework and transformed the contact center landscape in Japan from location-oriented to remote-oriented.

As a pioneer contact center service provider in Japan, IMACREA offers not just remote contact centers but also a service package that features inbound and outbound calls, chats, and email functionalities, along with marketing and sales support for clients. The remote teleworking capability of the company brings in talented, highly skilled people who are unable to work due to parenting struggles, family constraints, or their preference to live abroad/country side. "Our telework outsourcing services empower businesses to build a skilled and efficient workforce that can work remotely from home or while traveling. Such an approach triggers improvements in productivity and employee satisfaction, driving the overall efficiency of contact centers," explains Shingo Suzuki, CEO of IMACREA. Another critical aspect that IMACREA brings to the table is a call-reporting feature that enables organizations to streamline their customer services at contact centers.

IMACREA provides on-demand contact centers, catalyzed by teleworkers from around the world at a launch speed that is unmatched in the industry. As remote teleworking does not require office setups or computer purchases, clients can kick-start their projects quickly and cost-effectively. Organizations can leverage IMACREA's innovative telework services to easily hire specialists and highly skilled employees for their mission-critical projects. In conjunction with providing consultation for telework induction processes, IMACREA offers a suite of concierge services that include sales consultation, data analytics, research, marketing, proposal writing, and SNS operations to enhance the contact center performances. The company has been an integral part of

the Japanese government's 'substantiative experiment of telework' from 2014, and since then, IMACREA has expanded its services to other countries as well. Today, IMACREA has a vast coverage across different time zones, with over 50,000 teleworkers in its consortium.



Our telework outsourcing services empower businesses to build a skilled and efficient workforce that can work remotely from home or while traveling

The turnkey service line up of IMACREA is not limited to employment outsourcing and concierge services but extends all the way to leading-edge technologies that boost the productivity of employees. The company's Talent Discovery System leverages AI technology to allow decision makers discover hidden strengths of their employees and evaluate their responsiveness in the face of crisis. Unlike the orthodox methods of analyzing CV, education history, and work records of employees, IMACREA features specialized personality tests to understand candidates' character, communication skills, and reaction to stress. This progressive technique benefits thought leaders by helping them develop new talents and skills among their workforce and scale up their business. Besides, the company's AI technology also features a task-matching function, which speeds up HR operations by suggesting suitable projects for the appropriate taskforce.

A renowned name among many contact center companies, IMACREA has attracted a vast clientele over the years that include many blue-chip companies around the globe. Besides securing partnerships with reputed companies to develop its AI technology and enable automated task matching, IMACREA is always keen on embracing emerging technologies within its service portfolio. The company looks forward to investing its time and resources in enhancing the security and efficiency of telework with the onset of a shared economy in the contact center domain. [CA](#)



Shingo Suzuki