

BAKER MCKENZIE ADVISES TRANSCOM ON ITS ACQUISITION OF FORCONTACT

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Baker McKenzie has advised **Transcom**, a global customer experience specialist, on its acquisition of **Forcontact**, a customer services provider specializing in luxury fashion and retail e-commerce.

With this purchase, Transcom aims to strengthen its attractiveness in the e-commerce luxury and retail CX market. At the same time, by joining the Transcom group, Forcontact benefits from Transcom's global footprint and advanced digital customer service solutions, as well as its vast network of nearshore sites in Europe targeting the Italian, French and German markets.

Transcom provides 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 them for on-, off-, and nearshoring services. Transcom's over 30,000 employees work in over 80 contact centers and work-from-home networks across 25 countries.

Founded in 2008 and headquartered in Switzerland, **Forcontact** has 650 employees across six sites. The company mainly serves the Italian market and delivers services from nearshore locations in

Albania, Croatia, Kosovo, and Spain.

[**Baker McKenzie Switzerland**](#) has acted as lead counsel and advised Transcom on all Swiss legal aspects of the project, with support by colleagues from the Barcelona office with regard to Spanish law aspects. The Swiss team was led by **Matthias Trautmann** (counsel, m&a, pictured right) and **Alexander Fischer** (partner, m&a, pictured left), and included associate **Zarina Fueglistner**, senior associate **Cathrin Marxer**, associate **Viviana Cibelli**, associate **Jasmin Voegtli** (all m&a from Zurich and Geneva's offices), partner **Christoph Stutz** (employment, Zurich), **Nadine Charriere** (associate, IP, Zurich), as well as Zurich's trainees lawyers **Marvin Finger**, **Hayley Ryerson** and **Matteo Ritzinger**.

Kalo & Associates have been assisting with Albanian and Kosovan law aspects, while **Divak Topic Bahtijarevic & Krka** covered Croatian law matters.