

News release

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Trans Cosmos begins new marketing research service

Expert staff, new system for comprehensive surveys

Tokyo, November 15, 2002—Trans Cosmos, Inc. announced today the inception of a new Marketing Research Service which takes full advantage of Trans Cosmos's expertise in the operation of call centers for the planning, execution, and analysis of telephone interviews.

Trans Cosmos has assembled an expert staff, trained in the operation of its new Computer Assisted Telephone Interview (CATI) system, to perform surveys from the Trans Cosmos Telephone Survey Center. This group of skilled planners, operators, and analysts participates in each stage of the survey process, from the planning of methodology in accordance with the client's needs to the writing of the final survey report. Doing much more than just ask the questions, the Trans Cosmos staff uses their expertise and experience from call-center, contact-center, and interactive-marketing operations to create a comprehensive Marketing Research Service that delivers concrete solutions to problems and proposals for improvements. In its first year of operation, this service is expected to generate ¥300 million from advertising agencies and other businesses.

Marketing Research Service

Expert operators using an advanced telephone survey system conduct a suitable and accurate survey

Trained operators at the Trans Cosmos Telephone Survey Center conduct surveys from special booths equipped with the CATI system for fast and accurate acquisition of data.

Experienced analysts compile and analyze data on a business's problem areas

The planning, execution, compilation, analysis, and reporting of each survey is performed by experienced analysts because the accurate analysis of an effective survey leads directly to solutions to businesses' problems.

Effective surveys for improving service and enhancing call center quality

Expertise acquired in the operation of call centers for clients enables Trans Cosmos to offer surveys and analysis that are effective in measuring customer satisfaction and modeling customer behavior, giving clients a detail-specific picture of how customers perceive services and leading to enhanced quality and improved business.

Low-Cost Service

Trans Cosmos's efficient telephone operations and new system allow it to offer this service at an economical price

Flexible use of Internet, postal mail, and other survey methods

Trans Cosmos will respond flexibly to constraints on schedule, budget, and content to use the most effective method for getting the best results in qualitative or quantitative surveys.

Throughout its long experience in the operation of call centers, Trans Cosmos has implemented customer satisfaction surveys for use in the development of proposals for specific improvements to services as well as for enhanced quality overall. Future plans for the new service include not only call center surveys, but also Web-based surveys of products and services together with company- and brand-image surveys, as Trans Cosmos strives to provide a wide range of products for the marketing industry.

The Computer Assisted Telephone Interview system

This Computer Assisted Telephone Interview (CATI) system is a world-wide standard for telephone survey systems includes the following features:

- Questions are displayed by and responses input directly into a computer to enable swift completion of both the survey itself and subsequent data compilation.

- Flexible application of branched script flows, wherein the content of later questions varies based upon responses to earlier ones.

- Responses to questions are checked by the computer to identify inconsistencies and contradictions.

- Randomized question order helps prevent hidden bias in responses.

About Trans Cosmos

Minato-ku, Tokyo-based Trans Cosmos, Inc. has been a pioneer in Japan's information services outsourcing field since 1966. Traded on the First Section of the Tokyo Stock Exchange (symbol: 9715), it had 8,697 employees and annual sales of ¥69.2 billion in the year to March 2002.

Trans Cosmos strives to continually create new businesses by combining the strengths of human resources and technology to offer higher value-added services, a mission reflected in the addition of "People & Technology" to its logo in 2001. With broadband Internet set to become an integral part of the social infrastructure, the Company is now working to transform itself into Japan's leading marketing chain management company. Its new business model is designed to allow Trans Cosmos to provide integrated offerings straddling three core service domains it has identified: Marketing Chain Management, Systems Engineering, and Back Office Support. For further information on how Trans Cosmos helps corporate clients expand sales while lowering costs, visit its Website at <http://www.trans-cosmos.co.jp>.