transcosmos Reinforces Capital and Business Partnership with Grand Design

The Partners Accelerate Development of “Gotcha!mall,” a “Purchase/Store Visit Conversion Type” Smartphone Omni-Channel Platform, in the Entire Asia Region

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda; TSE First Section: 9715; hereafter, transcosmos) increased capital by underwriting the third-party allocation of shares and by receiving shares from other stockholders of Grand Design Co., Ltd. and reinforced its capital and business partnership with Grand Design Co., Ltd. (Headquarters: Shibuya-ku, Tokyo; President and CEO: Kazuya Ogawa; hereafter, Grand Design).

Due to the expansion of smartphones popularity, utilizing digital marketing to invite customers to the brick-and-mortar stores is more becoming highlighted because of the advantages of smartphones, such as real-time operation ability, portability, as well as information collecting ability, Grand Design will procure a total amount of 540 million yen through the third party allocation of increased investment with transcosmos and Mr. Kazuya Ogawa, CEO and Founder of Grand Design as the allocated party.

Grand Design, in cooperation with transcosmos, engages in Omni-channel business in ASEAN countries, China, and Taiwan. It is boosting its Artificial Intelligence (AI) development to provide coupons depending upon the users’ attributes to lead them to visit the stores and to purchase; and it is giving a boost to its “purchase/store visit conversion type” Smartphone Omni-channel platform development in the entire Asia region.

1. Background for reinforcing capital and business partnership

Grand Design is a management company of “Gotcha!mall,” a “purchase and store visit conversion type” smart Omni-channel platform. “Gotcha!mall” has been adopted by influential corporations including nation-wide scale retail stores and major brands since its grand opening in October 2014 and has been rapidly expanding as a coupon platform to promote purchases at stores from the Smartphone. Up to this point, over one million users have used “Gotcha!mall,” and starting in March, a Smartphone browser version (https://jp.gotchamall.com/) started; in April, the app version (iOS/Android compatible) will be renewed in its entirety. This reinforcement of the capital and business partnership was made for Grand Design to expand its “Gotcha!mall” users and business development and to accelerate further the speed of developing the Artificial Intelligence (AI) in order to offer coupons based on the users’ attributes to lead to purchase. transcosmos will accelerate the development of Omni-channel platform business utilizing “Gotcha!mall” in Japan and ASEN market.

2. About “Gotcha!mall” and its future development

“Gotcha!mall” is an Omni-channel platform encourages user to purchase items at stores through smartphones. It covers stores which are closely related to the daily life, such as convenience stores, supermarkets, drug stores, and fast food restaurants, and it has been growing as a coupon platform where consumers can complete from finding coupons to redeeming it all on the Smartphone. With the current coupon sales promotion, many include dispersion-type coupons which lack data management and those with flyers whose effects are not clear, and while a large amount of sales promotion costs are being spent, the situation is that appropriate matching of the consumers and stores is not being made. On the other hand, “Gotcha!mall,” through its own gamification and data management mechanism (with Business Method Patent approved), provides support for consumers increasing fun and savings
during their shopping and support for stores in increasing a purchase unit price and purchase frequency. With a “purchase conversion” model (CPP=Cost Per Purchase) to resolve the retail stores’ issue that the purchase effects of invitations (inducing measures) by online advertisement and flyers are not clear, by linking with coupon redemption logs and POS cash register, “Gotcha!mall” allows for store purchase promotion with a clear cost effectiveness.

In addition, “Gotcha!mall” has progressively developed unified UI/UX not only in Japan but also in ASEAN countries, China and Taiwan, connecting the shoppers in the entire Asian region without borders. For the Inbound consumption which is expected to be increased all over Asia, “Gotcha!mall” strives to become the largest Smartphone coupon platform in Asia.

- **Features of “Gotcha!mall”**

1. With only “Gotcha!mall,” users can enjoy shopping at many stores. While owned application to provide coupons per corporation are on the rise, users are now experiencing inconvenience of having to manage them separately. With “Gotcha!mall,” the major retail stores frequently used by many users are combined as one mall, and obtaining, managing, and redeeming the coupons can be managed comprehensively, allowing the users to enjoy saving while shopping at many different stores.

2. “Gotcha!mall” navigates away from the formula “Coupon = pointless discount” and enables coupon offerings to invite the shoppers to shop, making use of the Artificial Intelligence (AI). With the traditional coupons, little or no analysis of the effective and appropriate distribution and the usage data per consumer was made, and there was a tendency to distribute coupons with a large percentage of discount aimlessly. Although the sales promotion effect of coupons is large, the long-term challenge for the retail stores was that the coupons were not offered with sufficient marketing. In order to resolve that problem, “Gotcha!mall” provides the most appropriate coupons both to the users and stores, by analyzing each user’s coupon redemption history, and makes an effective matchmaking. During this process, it utilizes the Artificial Intelligence (AI) developed as its own to increase the accuracy and effects.

3. By using Omni-channel solutions capable of measuring store-visit conversion and purchase conversion, the overall effect of the promotion is measured. This is the only solution with the “purchase conversion” (CPP=Cost Per Purchase) measurement capability which resolves the retail stores’ problem of not being able to see the clear effect of the inducing measures through online advertisement and flyers, and by linking with coupon usage logs and POS cash registers, store visits and purchases can be promoted, with a clear cost-effect ratio. “Gotcha!mall” goes one step further than the store visit conversion and is a solution to promote a maximum effect of “purchase” from the Smartphone.

4. “Gotcha!mall” allows all the stores in the entire Asia region to share their customers. “Gotcha!mall” has a unified UI/UX developed not only in Japan but also in ASEAN countries, China, and Taiwan and connects the shoppers in the entire Asia region borderlessly. Inbound consumption which continues to be on the rise, and further, users in Asian countries will be sent to each other, and “Gotcha!mall” strives to become the largest Smartphone coupon platform in Asia.

- Company Overview of Grand Design Co., Ltd.

  Company Name: Grand Design Co., Ltd. (http://www.gd-c.com/)
  Location of Headquarters: 6th Floor, Humax Shibuya Bldg.,1-14-6 Dogenzaka, Shibuya-ku, Tokyo
  Business Description: Management of Smartphone coupon platform “Gotcha!mall”
  Date of Establishment: November 18, 2014
  Capital: 353.94 million yen (as of March 2016)
  President and CEO: Kazuya Ogawa
transcosmos launched operations in 1966. Since then we have combined superior “human resources” with up-to-date “technological” capabilities to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers Cost Reduction Services (Contact Center, HR/Financial/Sales Back Office, Order Management/SCM, System Development/Management etc.) and Sales Expansion Services (Big Data Analysis, Internet Advertising, Website Construction/Management, Smartphone/SNS Utilization, Telemarketing etc.). transcosmos continues to pursue operational excellence by providing these services through our 159 locations in 29 countries with a focus in Asia. Furthermore, following the expansion of E-Commerce market on the global scale, transcosmos provides a comprehensive, one-stop global E-Commerce service to deliver our clients’ excellent products and services to consumers in 40 countries. transcosmos aims to be the “Global BPO Partner” of our clients to provide them with high quality BPO services on a global scale.

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