

# Press Release



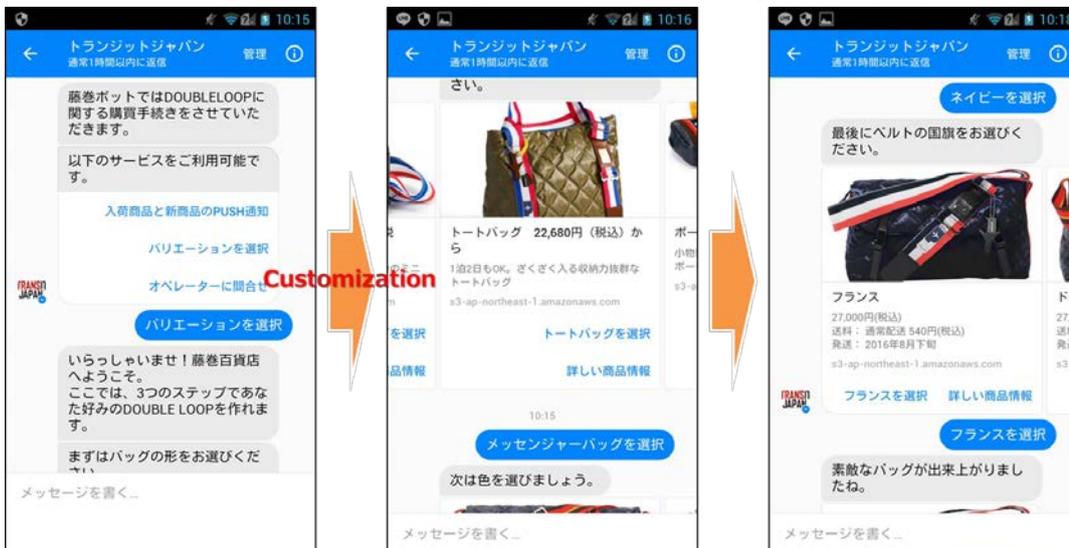
July 21, 2016  
transcosmos inc.

## transcosmos to Launch Messaging app / Bot Customer Communication Services With a Special Team of Over 100 AI Strategists

### Human / bot hybrid services for interactive communications via LINE and Facebook Messenger

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda; TSE First Section: 9715; hereafter, transcosmos) announced that it will implement bot-based service for its customer communication services via messenger apps including LINE and Facebook Messenger. transcosmos releases the service from this autumn for “FUJIMAKI hyakkaten”, an e-commerce website operated by caramo, Inc. (Headquarters: Tokyo, Japan; President and COO: Akira Nakamura; hereafter, caramo), a wholly owned subsidiary of the company.

#### ■Customization via Facebook Messenger Bot for FUJIMAKI hyakkaten (sample screenshots)



The new service links “Reply.ai”, a platform for building bots, developed by Reply, Inc. (Headquarters: New York, USA; Founder & CEO: Omar Pera, Founder & COO: Pablo Pera), with messenger apps such as LINE and Facebook Messenger, and automates conversation with customers while enabling the human operators to take over the conversation at any time when needed. With the automated service, the client companies can support their customers without any waiting time while reducing the labor costs. Reply.ai also enables the users to enter free text messages.

The company plans to integrate Japanese NLP engine to respond to customer inquiries and to provide information in more natural Japanese (from after September). It also plans to implement a mechanism which enables existing customers to easily subscribe their favorite items (by March next year).



For bot designing and tuning, transcosmos taps into its expertise in “FAQ Consulting Service”, a service the company has been offering for over 15 years. transcosmos’s FAQ consulting service with a team of 100 seasoned AI strategists offers one-stop service, ranging from extracting the appropriate responses and explanations that meet the customers’ expectation, developing FAQ to designing and building bots, with fully understanding the current status of FAQ page based on the contents cover ratio. The dedicated facilitators, who are well-versed in social media operations, provide communication services that exceed the customers’ expectation after taking over the conversation from bot.

■**Social Media Center at Shibuya Headquarters: Specialized operations team for social media and chat**



Bot is considered to have huge potential to become a powerful supporting tool in e-commerce. transcosmos endeavors to gain experience and technical skills through operating chat-bot for FUJIMAKI hyakkaten, and ultimately to apply the learned know-how to other services for its client companies.

\* transcosmos is a trademark or registered trademark of transcosmos inc. in Japan and other countries.

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**About transcosmos inc.**

transcosmos launched its operations in 1966. Since then we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our client companies by providing them with superior and valuable services. transcosmos currently offers Cost Reduction Services (contact center, back-office service for HR/Financial/Sales depts., order management and SCM, system development & operation etc.) and Sales Expansion Services (big data analysis, internet advertising, developing & operating website, smartphone/SNS utilization, telemarketing etc.). transcosmos continues to pursue Operational Excellence by providing these services through our 162 locations in 28 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 Services to deliver our clients companies’ excellent products and services to consumers in 45 countries around the globe. transcosmos aims to be the “Global BPO Partner” of our client companies, providing them with high quality BPO services on a global scale.

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