

# Press Release



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transcosmos inc.

## transcosmos Releases Chat Platform “DECAds Chat Edition”

### Delivers BtoC chat communication, leveraging websites, LINE and Facebook

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda; TSE First Section: 9715; hereafter, transcosmos) announced that the company released a chat platform, “DECAds Chat Edition”.

“DECAds Chat Edition” is a contact center operations platform which supports One to One communications between clients and their customers via chat, leveraging various social media, websites and business apps. The platform helps businesses to boost customer engagement by actively communicating with the customers through the entire customer journey from marketing, sales to customer support in real-time, while making the communication highly efficient, capitalizing on the chatbot auto-response. “DECAds Chat Edition” also supports LINE Customer Connect, a customer support service for businesses by LINE.

The platform is equipped with real-time monitoring and reporting features on the operator admin page. “DECAds Chat Edition”, a cloud-based service, is highly customizable, offering diverse services by linking to the clients’ systems including their billing and core system.

#### ■ “DECAds Chat Edition” - Key features

##### 1. Supports multiple customer entry points

Offers chat service via multiple customer entry points simultaneously, including messaging apps and web browsers

##### 2. Chatbot auto-response

Relays received customer inquiries from chatbot auto-response to human operators as needed

##### 3. Full-scale support for operators

Ensures efficient chat-operations, providing management features such as KPI and log management

transcosmos has formed capital and business alliance with Mobilus Corporation (Headquarters: Tokyo, Japan; CEO: Tomohiro Ishii) and received OEM products to develop “DECAds Chat Edition”. transcosmos plans to add unique features on the platform going forward.

#### ■transcosmos’s “DEC” Services

transcosmos has integrated Digital Marketing, E-Commerce and Contact Center functions into “DEC”, taking the initial letter of each, in order to accommodate the changes in consumer behaviors in this digital world. So far, we have developed and offer two “DEC” services, “DECode” – DMP service - and “DECAds” - chat-ads menu. Now, we offer “DECAds Chat Edition” as a chat feature of “DECAds” as well as one of the services of “DECAds” series which delivers comprehensive service from ads to customer support.

transcosmos continues to proactively propose innovative one-stop operational services to attract customers, expand sales and to support customers, while actively developing the new services for businesses.

#### ■transcosmos’s Initiatives on Chat Services

transcosmos launched “Social media operations services” in May, 2011, serving over 100 clients by leveraging Shibuya Social Media Center and its call centers located across Japan. Many businesses demand robust monitoring structure for their social media operations to oversee operational framework, secure governance, manage risk as well as to have coherent marketing activities. At the same time, businesses demand the service providers to actively

come up with proposals to keep up with the digitalized consumers. By connecting consumer communication with ads, transcocosmos delivers the right message about the clients' services to broader audiences.

■ About "LINE Customer Connect"

LINE Customer Connect helps businesses deliver the right customer experience, understanding the individual customer needs in context and seamlessly combining various communication channels including voice, AI and human operator chat services on LINE at contact centers.

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

\* Other company names and product or service names used here are trademarks or registered trademarks of respective companies.

**About Mobilus Corporation**

Mobilus develops and sells chat tools as well as supplies OEM products for customer centers and customer service functions that leverage both auto-response and human operators. Its "mobi AGENT", a chat tool optimized for contact center operations with real-time monitoring and reporting features, allows businesses to centrally manage chat inquiries by connecting the tool with their websites, original apps, SNS and other multiple channels. Integrating chatbot auto-response with human operators, "mobi AGENT" supports customers seamlessly, leveraging various AI (artificial intelligence), CRM and FAQ systems. (URL: <http://mobilus.co.jp>)

**About transcocosmos inc.**

transcocosmos launched its operations in 1966. Since then, we have combined superior "people" with up-to-date "technology" to enhance the competitive strength of our clients by providing them with superior and valuable services. transcocosmos currently offers services that support clients' business processes focusing on both sales expansion and cost reduction through our 171 locations across 31 countries with a focus in Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcocosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients' excellent products and services to consumers in 49 countries around the globe. transcocosmos aims to be the "Global Digital Transformation Partner" of our clients, supporting the clients' transformation by leveraging digital technology, responding to the ever changing business environment.

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