

Press Release



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transcosmos inc.

transcosmos linked DOCOMO “d living” chat app to “LINE” to help DOCOMO launch “Parent-Child Communication” service which supports parents watching over their children

Supports DOCOMO in delivering a service that casually connects parents with their children via “LINE” talk and home smartphone/tablet

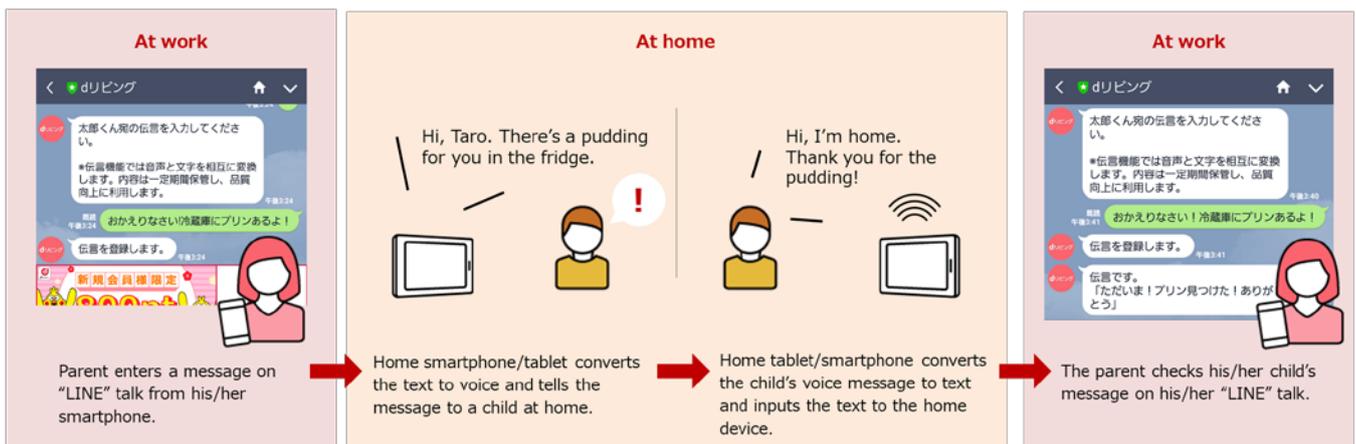
transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) assisted NTT DOCOMO, INC. (hereafter, DOCOMO) in launching their “Parent-Child Communication” service which supports parents watching over their children by connecting “LINE” with the chat app of “d living” offered by DOCOMO.

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“Parent-Child Communication” service enables parents to connect with their children when they are away from home via “LINE”. Once installing a special app on their home smartphone/tablet and connecting these devices to “LINE”, users can use various features including a “back home / left home notification” which is a feature that notifies parents when their children are back home or have left home, and a “messaging” feature which enables parents to exchange messages with their children who are at home.

Today, dual-earning families with children have less time to spend with their children and have ever increasing concerns about child-related family matters such as “don’t know how my child spends his/her day” and “don’t have much in common with my child to talk about”. In order to address these concerns, “Parent-Child Communication” service was developed under the concept of “connecting a family by filling the gap in time and space”. With this service, parents can casually connect with their children by sending messages in their spare time even when they cannot make time to call from work or other places.

● Delivers two-way communication via “LINE” talk and home tablet/smartphone



■ “Parent-Child Communication” key features

- Convert “LINE” talk text messages to voice and send the voice messages to home smartphone/tablet
- Convert voice messages recorded on home smartphone/tablet to text and send the text messages to “LINE”
- Detect and notify parents when their children are back home / have left home via “LINE”

For DOCOMO to deliver this service, transcosmos helped DOCOMO implement “LINE Business Connect” and offered “DECAAds Connect Edition”, its unique communication management platform. The platform seamlessly links DOCOMO “d living” connect server to “LINE”. transcosmos also delivers auto-reply services to support customer inquiries by connecting the platform to “Reply ai”, a platform for building and managing bots offered by its U.S. partner Reply, Inc.

transcosmos continues to optimize communication between businesses and their customers whilst aiming to boost customer experience by offering and implementing optimum proposals and solutions that meet the needs of each client.

■ About LINE Business Connect

LINE Business Connect is a customizable service for businesses, providing various account features via API. With “LINE Business Connect”, businesses can deliver optimized messages to target users, in addition to sending business to user, one-way messages via traditional business official account. By connecting their own systems with LINE official account with their users’ consent, businesses can also leverage the service as CRM tool and business solutions tool, going beyond the simple messaging tool.

* LINE Corporation does not retain each company’s customer data linked to LINE official account.

■ About DECAAds Connect Edition

DECAAds Connect Edition is a communication management platform which helps clients communicate with their customers by suitably combining various communication channels including LINE and Facebook Messenger with clients’ customer data, purchase data, website log, and other customer databases as well as with chat solutions like bot and AI. With this platform, clients can send messages to their customers and execute chat-based initiatives without any development. At the same time, its API based design helps clients drastically reduce man-hour to connect various communication channels as well as to set link to external databases and solutions.

* This service is only available in Japanese.

* transcosmos is a trademark or registered trademark of transcosmos 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 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 clients by providing them with superior and valuable services. transcosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost reduction through our 170 locations across 33 countries with a focus on Asia, while continuously pursuing Operational Excellence. 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’ excellent products and services to consumers in 49 countries around the globe. transcosmos 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.

Contact for Media Inquiries

transcosmos inc. Public Relations & Advertising Department
Email: pressroom@trans-cosmos.co.jp