

Press Release

June 19, 2018
transcosmos inc.

transcosmos will launch LINE-based customer services for Hokkaido Air Water

Delivers 24/7 hybrid contact center services via chat-bot, chat, and call

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) will launch LINE-based customer support services for Hokkaido Air Water Inc. (Headquarters: Hokkaido, Japan; President: Yasushi Sogabe), a group company of AIR WATER INC. (Security code 4088). On June 20, 2018, transcosmos will launch 24/7 LINE-based chat-bot and chat services to support Hokkaido Air Water's customers that apply for their LPG and kerosene services or make inquiries about these services, in addition to its existing call center services.



With the new services that are scheduled to launch on June 20, 2018, Hokkaido Air Water will swiftly respond to their customers' applications for, and inquiries about, their LPG and kerosene services on the LINE app. For example, customers can complete their request for a security inspection or starting the gas service via LINE chat. What's more, by sending images and directing customers to a relevant webpage via chat-bot, the services offer solutions to customer inquiries on the usage of gas range as well as the registration process for loyalty services.

For this service, transcosmos developed a system, created scenarios for chat-bot, and offers agents for chat support. Its proprietary "DEC Connect" will act as a hub for the system and connects "LINE Business Connect" with "Reply ai", a bot-building platform by Reply, Inc., transcosmos's partner in the U.S., and "Oracle Service Cloud" by Oracle Corporation Japan, enabling the system to support Hokkaido Air Water's customers on LINE. Building on its proven record in offering call center services for Hokkaido Air Water which started in July 2017, transcosmos analyzed the content of customer inquiries and now delivers automated customer services by creating scenarios for chat-bot.

■ Service flow (for illustration purposes only)



By shifting the main customer support channel from call to chat and chat-bot via LINE, Hokkaido Air Water expects to automate 1/3 of their monthly 25,000 inquiries (approximate) that are currently served primarily by call.

transcosmos was the first to develop the LINE Business Connect-based platform which enables businesses to run one-to-one marketing and has an extensive record and experience in supporting businesses to leverage LINE. With a team of 100 AI strategists with a wealth of experience, the company offers services ranging from designing and building bots to tuning bot operations all in one stop. transcosmos is certified as a “Diamond” partner, the highest certification rank for “Sales Partner” in the “LINE Biz Account” category for the “LINE Biz-Solutions Partner Program”, a program by which LINE certifies its sales and development partners of various enterprise services offered by LINE.

■ 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.

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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 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 172 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.

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