

Press Release



July 5, 2019
transcosmos inc.

transcosmos forms a business partnership with PLAID, the provider of “KARTE”

Develops KARTE operation experts and forms specialist teams in Fukuoka and Sapporo centers
Offers a KARTE operations service package at a special campaign price only to the first five clients

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) is pleased to announce that it has formed a business partnership with PLAID Inc. (Headquarters: Tokyo, Japan; President and CEO: Kenta Kurahashi; Plaid). As a strategic partner, transcosmos will develop operations specialists for “KARTE,” a CX (Customer Experience) platform by Plaid. More specifically, in a close partnership with Plaid, transcosmos will establish an internal training program for KARTE, whilst receiving KARTE update information prior to the releases.



KARTE is a CX (customer experience) platform that Plaid released in 2015. The platform enables clients to analyze the behavior of users who have visited their websites or used their apps in real-time, visualize data, and optimize and deliver content per each user based on their attributes including gender, age and behavioral history. Ultimately, KARTE offers information and experience that best fits each individual user. What’s more, KARTE comes with extensive products that include “KARTE Core,” “KARTE Action,” “KARTE Talk,” “KARTE Datahub” and “KARTE for App,” as well as numerous plug-ins such as “KARTE User Dashboard,” “KARTE Live” and more. Equipped with these various features, the platform lets clients utilize various customer service channels flexibly.

■ Forms KARTE specialist teams in Fukuoka and Sapporo, assigning 50 KARTE certified members

Starting this summer, Plaid will start a program that certifies individuals who possess comprehensive skill sets required to operate KARTE. transcosmos encourages its employees to take this certification program so that they can deliver the maximum value of KARTE to clients. In addition, by receiving KARTE update information ahead of the release and incorporating the planned updates to clients’ initiatives, transcosmos enables clients to always offer enhanced experiences to their users. transcosmos will establish KARTE specialist teams in its marketing operations centers in Fukuoka and Sapporo by the end of FY2019, assigning 50 KARTE certified members. By making KARTE specialist teams offer KARTE services, primarily operation package services, transcosmos will improve clients’ conversions and the value of their websites.

In addition, transcosmos will utilize KARTE chat features to support users. Specifically, transcosmos chat agents help users solve their questions and concerns that FAQ page could not address both before and after they make a purchase or sign up for a service, by using the user attributes data obtained from the real-time analysis. Ultimately, transcosmos will help businesses improve user satisfaction with the use of KARTE.

■ **Special KARTE-based service package available only to the first five clients at a campaign price**

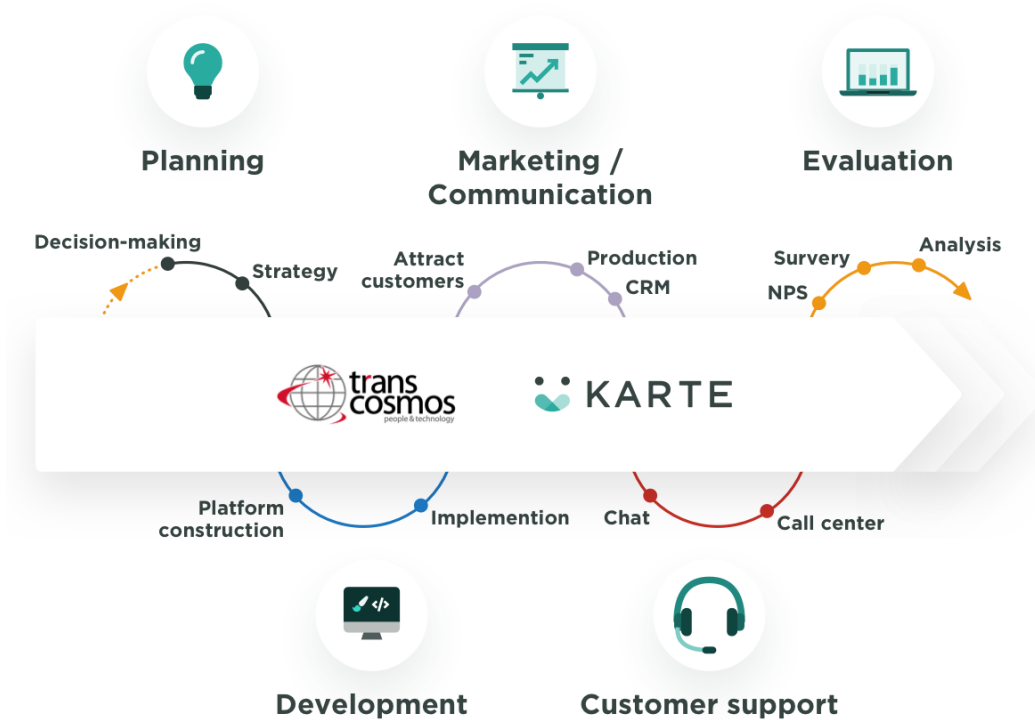
transcosmos will run a KARTE service campaign, offering a special service package only to the first five clients. With the package, the five clients can experience a high-speed PDCA cycle with the power of KARTE.

The total support service package comes with all required services to operate KARTE, namely, (1) “scenario creation,” (2) “designing,” (3) “scenario setup,” (4) “analysis reporting,” and (5) “a 3-month high speed PDCA operations” services at a special campaign price of 2,995,000 yen (without tax). The special campaign package is only available to the first five clients.

* For new KARTE clients, service charge for KARTE tools will be quoted separately based on the number of monthly unique users (UU) who visit their website within the past month.

* Service charge for KARTE tag implementation will be quoted separately.

* The above price for the package is for one website. Please contact us if you plan to use the package for multiple websites.



“Our platform “KARTE” lets businesses take a customer-first approach and utilize various data not only for digital marketing but throughout their value chain that ranges from business development to customer support for customers’ benefit,” Kenta Kurahashi, President and CEO at PLAID Inc. said. “In partnership with transcosmos, we will help businesses across a variety of industries achieve customer-centric digital transformation, and thereby contribute to improving their overall business productivity.”

■ **About “KARTE,” a CX (Customer Experience) platform**

“KARTE” is a CX (Customer Experience) platform that enables clients to analyze the behavior of their customers who visit their websites and use their apps in real-time, visualize each customer, and communicate with each individual customer freely in a most relevant way on a single platform. Plaid released KARTE in March 2015.

Its high scalability enables clients not only to communicate with their users online but also utilize KARTE to address marketing challenges they face and meet their specific needs in various occasions. KARTE lets clients understand their customers inside out by aggregating and analyzing every available data, and thereby improving the value of end-users’ experience (CX).

Visit here for KARTE services (Japanese only): <https://karte.io/>

PLAID, Inc. Profile

Location: 6-10-1, Ginza, Chuo-ku, Tokyo, Japan

Founded: October 2011

President and CEO: Kenta Kurahashi

Corporate website: <https://plaid.co.jp/>

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

* Other company names and product or services 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 optimization through our 167 locations across 30 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 in 48 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.

<https://www.trans-cosmos.co.jp/english/>

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