

# Press Release



January 29, 2020  
transcosmos inc.

## transcosmos offers “Robotics Marketing for RoBoHoN” to Aoyama Trading

### Delivers new customer experience and more customer friendly services by deploying RoBoHoN in their “THE SUIT COMPANY LaLa terrace Musashikosugi store”

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) has offered “Robotics Marketing for RoBoHoN” to AOYAMA TRADING Co., Ltd. (Headquarters: Hiroshima, Japan; President and Representative Director: Osamu Aoyama; Aoyama Trading). On Thursday January 30, 2020, Aoyama Trading will reopen “THE SUIT COMPANY LaLa terrace Musashikosugi store,” one of its stores that operates under their “THE SUIT COMPANY” brand, as a new concept store that is designed to satisfy ever-diversifying needs for business attire, in particular among people in their 20s and 30s. In the store, RoBoHoN, a communication robot, will introduce “Digital Lab,” a service by Aoyama Trading, help customers register for “THE SUIT COMPANY MEMBERSHIP,” whilst receiving customer feedback.



To the renovated store, Aoyama Trading has installed four large-size touch panel digital signages that are connected to their e-commerce website. Via these signages, customers can not only choose items that match their taste from a large selection of products available on the company’s e-commerce website but also view life-size image of the items which enables customers to get a better idea of how they look in them. With such signages in place, Aoyama Trading will offer customers highly effective and customer friendly shopping experience.

In addition, Aoyama Trading will deploy “RoBoHoN,” a small and portable robot-shaped phone to two locations in the store, namely, at the store entrance and the cash register. transcosmos will offer “Robotics Marketing for RoBoHoN” to the two RoBoHoNs in order to enable the RoBoHoNs to introduce the “Digital Lab” service using the signages and assist customers in member registration process for “THE SUIT COMPANY APPS.” Moreover, transcosmos will analyze customer services offered by RoBoHoNs and customer feedback that RoBoHoNs receive. By leveraging such data, transcosmos will let Aoyama Trading further enhance their store operations and run more successful marketing campaigns than ever.

“Robotics Marketing” enables businesses to accumulate and leverage offline customer data obtained through robots and utilize the data for customer services offered via other customer service channels. What’s more, in combination with transcosmos’s diverse services that include data collection and prediction with the use of artificial intelligence (AI), and various APIs and DMPs, the service comprehensively helps clients succeed in their marketing activities.

**【Reference】 About RoBoHoN**

RoBoHoN is a “small and portable robot-shaped phone” developed by Sharp Corporation. This humanoid robot can walk on its own two legs and is compact enough (approx. 19.5 cm tall) to be carried almost anywhere.

\* 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 168 bases across 30 countries/regions 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/regions 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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