

# Press Release



August 26, 2020  
transcosmos inc.

## **transcosmos partners with PLAID in developing “KARTE Online Chat” service scheme**

### **Offers launch support services with the power of the largest KARTE operations service network in Japan**

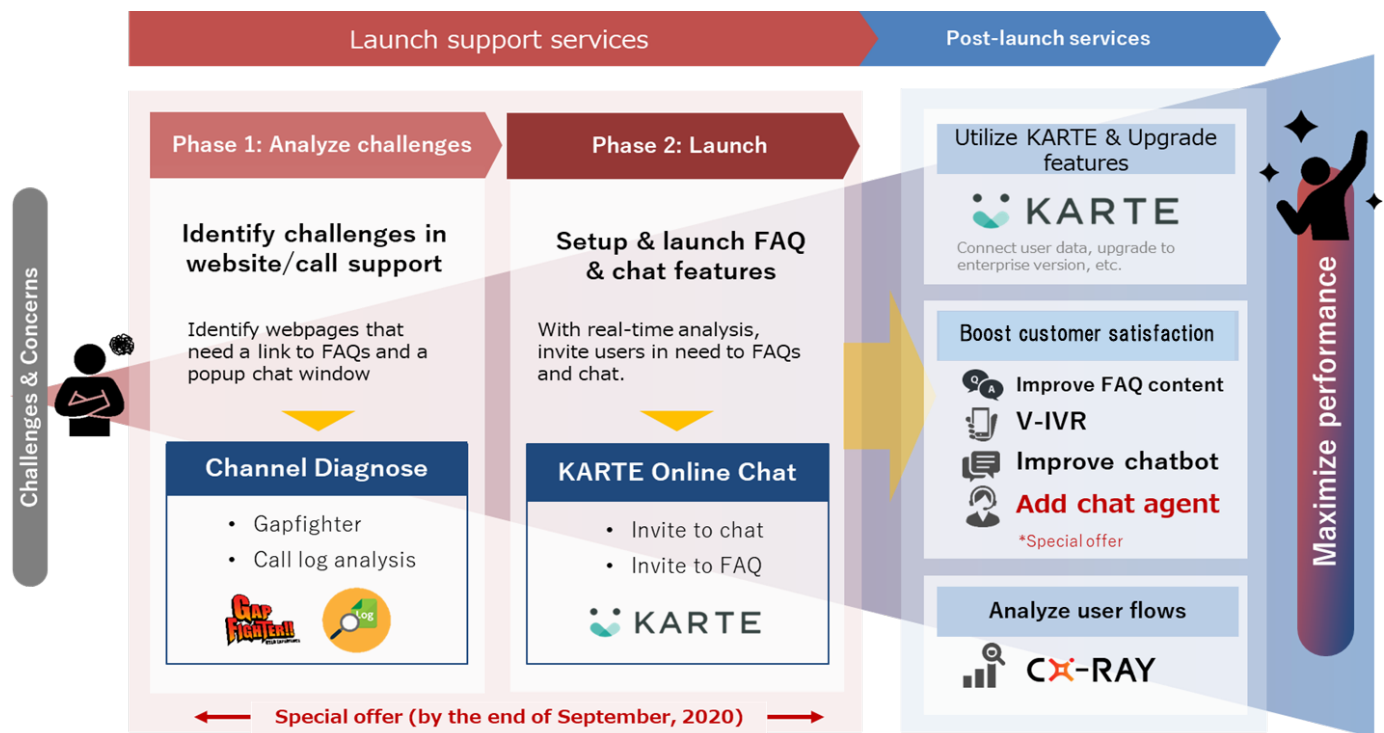
transcosmos inc. (Headquarters: Tokyo, Japan; President & COO: Masataka Okuda) hereby announces that the company will release new launch support services that maximize the impact of “KARTE Online Chat” by PLAID Inc. (Headquarters: Tokyo, Japan; President and CEO: Kenta Kurahashi).



With webchat related features of “KARTE,” a CX (Customer Experience) platform, an online chat service “KARTE Online Chat” analyzes and accumulates user behavioral data in real time, thereby enabling businesses to serve their user needs. Against the backdrop where many clients face an urgent need to enhance their indirect online services, “KARTE Online Chat” that utilizes some of the KARTE features lets clients start communicating with their users more effectively than before in a short span of time.

With the largest website development and operations services network in Japan, transcosmos has established know-how of website analytics. With the power of its expertise, and various services that include “Gapfigther,” a brief User Experience (UX) research service and Channel Optimization Diagnose Service, transcosmos’s new launch support services perform both qualitative and quantitative analysis on website user behavioral data, and identify web pages that are better to have links to FAQs and Contact Us pages, as well as a popup chat window. With the new services, clients can show a chat window and a link to FAQs on the pages where many of their users stay for a longer duration or exit to navigate their users to such features. Conversely, they can show a chat text that inspires user interests, and gives one last push for them to make a purchase. Ultimately, the launch support services make clients increase conversions whilst boosting usability. In addition, transcosmos also offers post-launch support services. Leveraging KARTE’s real-time analytics technology and transcosmos’s proprietary chat scenarios that are designed to enhance customer experience, transcosmos will design clients’ website in a way that allows clients to not only provide information to meet their user needs but also provide their target users with the right information at the right time. With such services, transcosmos will offer clients end-to-end support from enhancing chat operations to making proposals that will take their whole website to the next level. Moreover, for clients who wish to use chat agents, transcosmos will offer the service at a special price. The special pricing is only available for clients that use transcosmos’s new services.

■ Service framework (for illustration purposes only)



■ “KARTE Online Chat” launch support services campaign

transcosmos will run a campaign through the end of September, 2020, offering the services with special campaign pricing at 300,000 yen (without tax) only to the first 10 clients. What’s more, the company will offer its chat agent services also at special pricing only to the clients who have registered for the launch support services.

○ What’s in launch support services package

1. Channel Diagnoses

Using “Gapfigther (Japanese only: <https://gapfighter.com/>),” a brief UX survey service, and Channel Optimization Diagnose Service ([https://www.trans-cosmos.co.jp/english/company/news/170821\\_0001.html](https://www.trans-cosmos.co.jp/english/company/news/170821_0001.html)) both offered by transcosmos, the company performs both qualitative and quantitative analysis to find out webpages on which users tend to stuck, and identify pages that are better to have a link to FAQs, and a popup chat window.

2. “KARTE Online Chat” launch support services

Based on the diagnosis conducted at Step 1 above, transcosmos sets up FAQ and chat features for “KARTE Online Chat.”

\* “KARTE Online Chat” charge-free service available by the end of September, 2020.

Setup period: Approximately 3 weeks

Price: 300,000 yen (without tax) \*Available only to the first 10 clients by the end of September, 2020.

○ Chat agent pricing for launch support services

Monthly price: starts from 350,000 yen/seat

\* Trial pricing for up to 100 chat conversations per month.

\* Initial fees and KARTE tool usage fees will be charged separately.

\* The price includes charges for an administrator and facilities.

\* Service hours to be 9:00 to 18:00 (subject to change).

\* We may make a re-quote subject to the service volume and requirements.

■ About “KARTE Online Chat” (Japanese Only: <https://karte.io/product/online-chat-support/>)

Leveraging webchat and support features of “KARTE,” a Customer Experience (CX) platform, KARTE Online Chat enables you to show a link to FAQ page and a popup chat window only to those users who are expected to need online support based on their attributes, as well as on your high-priority webpages. Clients who apply for a regular KARTE Enterprise Plan (charged services) can enjoy all other KARTE features without any restriction in addition to this service package.

■ transcosmos & PLAID Inc. joint initiatives

transcosmos formed a business alliance with PLAID Inc. in July, 2019. Since then, as their strategic partner, transcosmos has been developing operations specialists for “KARTE,” a CX (Customer Experience) platform by PLAID, in a close partnership with PLAID, whilst receiving KARTE update information prior to the releases. transcosmos has also established a dedicated KARTE operations team, the largest team in Japan, within its Fukuoka and Sapporo marketing operations centers. With its KARTE operations specialists who run a continuous PDCA cycle, transcosmos will help clients increase their website conversion rates, and boost the value of their websites.

\* 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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