

Press Release



November 19, 2020

transcosmos inc.

transcosmos online communications inc.

transcosmos and transcosmos online communications assist Musashino city in using LINE for sending municipal information, receiving reports on road problems, and more

KANAMETO helps Musashino city achieve DX with the power of LINE

transcosmos inc. (Headquarters: Tokyo, Japan; President & COO: Masataka Okuda) and transcosmos online communications inc. (Headquarters: Tokyo, Japan; President: Hiroshi Kaizuka) are proud to announce that the two companies offered “KANAMETO,” a Digital Transformation (DX) tool powered by LINE, to Musashino city, Tokyo (City Mayor: Reiko Matsushita) on November 16, 2020, thereby helping the city deliver its DX initiatives by using LINE.



What you can do with the Latest Musashino City LINE Official Account

- ① Get only info that you want **New!**
- ② Report/Receive more information than ever **Update!**
- ③ Chatbot helps you find out info you need **New!**
- ④ Checkout garbage sorting rules and more **New!**
- ⑤ Get the same disaster prevention info as email via LINE **New!**

Musashino city LINE Official Account QR code



On September 2, 2019, Musashino city began a pilot test on “LINE-powered road problem reporting system,” with which Musashino citizens can report road and streetlight troubles to the city government via the Musashino city LINE official account. The scope of reporting was on road-related issues that are under the jurisdiction of the city, including road damage and cave-ins, and street light faults. Since the start of the testing, Musashino city has been publishing all cases reported via LINE, and updates on the situation on its website on a monthly basis.

With the aim of offering a wider-range of LINE-based services to its citizens, the city renewed its LINE official account and deployed KANAMETO, both on November, 16, 2020. Now, the city offers segmented messaging and chatbot services, sends automated information on garbage sorting rules, and delivers LINE messages about disaster prevention information, the same content as that sent by emails, via the new LINE official account. At the same time, the city changed the “LINE-powered road problem reporting system” to one that uses KANAMETO’s reporting feature. This enabled the city to build reporting scenarios that the standard features of LINE official account could not offer, thereby making the reporting flow handier for citizens. What’s more, the upgraded system enhanced the reporting accuracy. In addition, the latest reporting system expanded the scope of reporting, receiving information and reports on “park-related issues” and “sewer odor” in addition to road troubles.

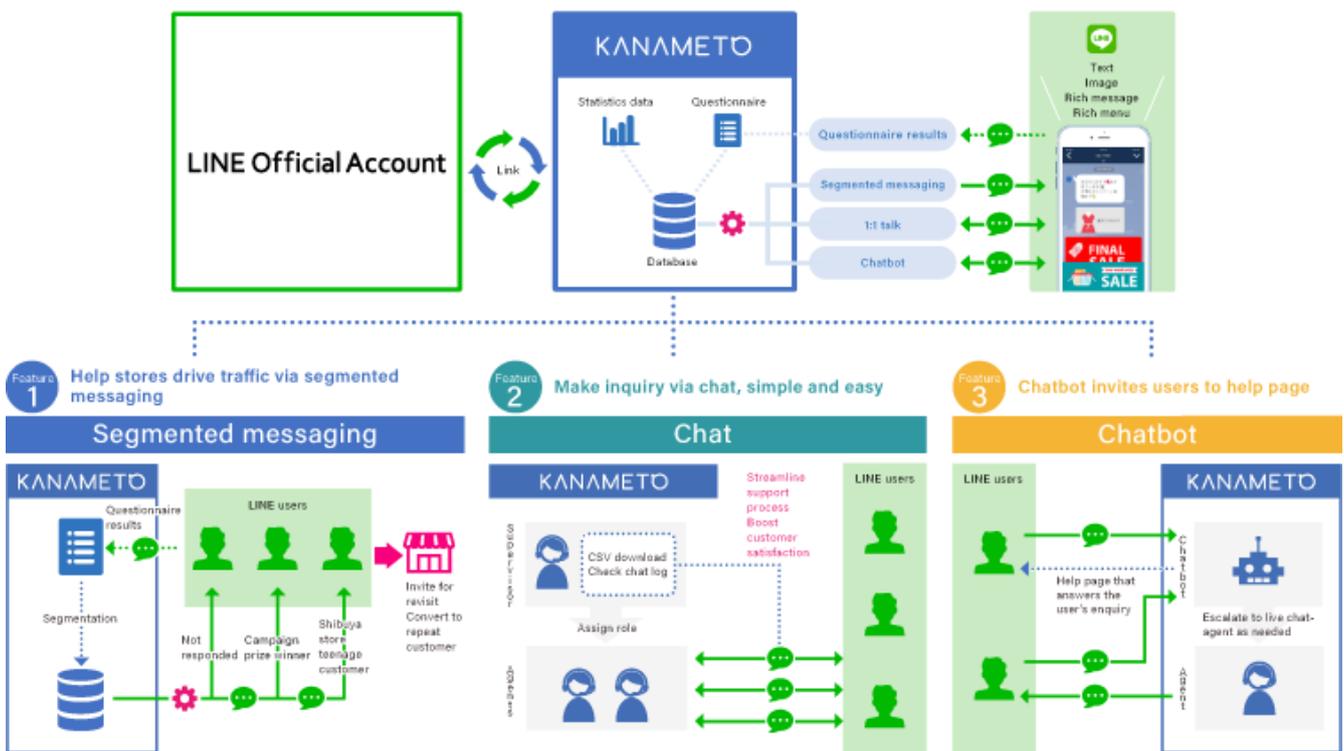
Over a one-year trial of “LINE-powered road problem reporting system” that used the standard features of LINE official account, Musashino city realized the needs for a system that helps the city make the most of its LINE official account so that the city can use the account for purposes other than reporting, and also can enhance the reporting system. In order to realize their goals, Musashino city implemented “KANAMETO,” a tool that has an abundant implementation record with other local governments, and is equipped with segmented messaging and chatbot features that enable the city to send the

same information on disaster prevention via both email and LINE.

“KANAMETO” is a LINE-powered DX tool developed and offered by transcocosmos online communications inc., a joint-stock company between transcocosmos, LINE Corporation and salesforce.com Co., Ltd. Equipped with a questionnaire feature, KANAMETO enables businesses to deliver segmented messages based on user attributes collected via this feature in addition to a chatbot feature for having one-on-one chat communication with multiple LINE users simultaneously. By adding a new feature to integrate KANAMETO with Salesforce Service Cloud in October 2019, it became easier to visualize customer service performance and to perform analysis to increase productivity. Moreover, in May 2020, transcocosmos online communications launched a reporting feature specifically designed for local governments through which their citizens can report issues they have found related to public road and park conditions.

KANAMETO × LINE Official Account

Boosts LINE user engagement via 1:1 marketing



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About transcocosmos online communications inc.

transcocosmos online communications inc. was founded in May 2016 as a joint-stock company between transcocosmos inc. and LINE Corporation. In October 2017, the company received investment from Salesforce Ventures, an investment arm of salesforce.com, Inc. transcocosmos online communications aims to deliver diverse solutions and services that build a better and stronger relationship between businesses and users through leveraging LINE’s platform user base and transcocosmos’s sales and development capabilities. The company’s ultimate vision is to make their communication platform a new de facto standard for communication between businesses and users. In September, 2017, transcocosmos online communications released “KANAMETO,” its proprietary segmented messaging tool compatible with LINE Official Accounts. Visit us here (Japanese only): <https://transcocosmos-online.com/>

About transcocosmos inc.

transcocosmos 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. transcocosmos 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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