

Press Release



January 22, 2021

transcosmos inc.

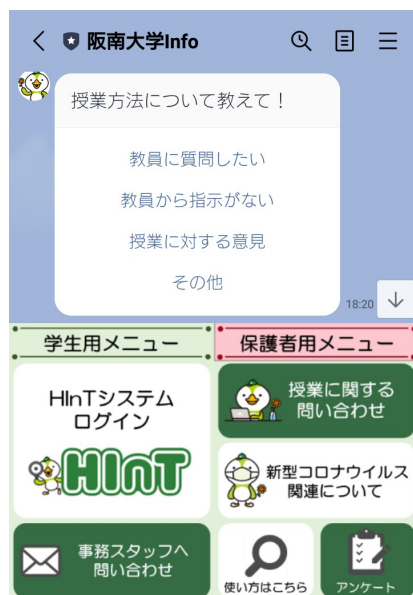
transcosmos online communications inc.

transcosmos and transcosmos online communications help Hannan University deliver information to both students and their parents using LINE

The university utilizes LINE to strengthen communication with its students and parents

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 Hannan University (Osaka, Japan; President: Hiroshi Tagami) on December 21, 2020, thereby helping the university strengthen communication with its students and their parents by using LINE.

Hannan University LINE Official Account Rich Menu



Students & parents can easily check class-related information via chatbot

- Teaching methods
- Assignments
- Attendance and absence
- Class cancellations and make-up classes
- Teaching tools
- Network environment
- Classroom

Hannan University opened “Hannan University LINE Official Account (Account name: Hannan University Info)” on December 21, 2020. Using the account, the university sends out segmented LINE messages to its students and parents to provide various information such as course registration procedures, class policies, and Covid-19 related content. In addition, the university offers chatbot services to enable both students and parents to solve frequently asked questions in a Q&A format. By sending out a diverse range of information effectively, Hannan University aims to make university life more convenient for students, and enhance collaboration with parents in their children’s learning processes.

The LINE official account is designed for “students” and “parents” alike, enabling parents and the university to collaborate in assisting students’ learning process with a single LINE official account. Hannan University has prepared two sets of rich menu, one for students and the other for parents, making it easier for students and parents to access the information they need.

As the novel coronavirus disease continues to spread, information from the university is drawing greater attention not only

from the students but also from their parents than ever before. Against this backdrop, Hannan University offers a framework that gives access to students and parents to the same information via LINE which claims 86 million monthly active users (*).

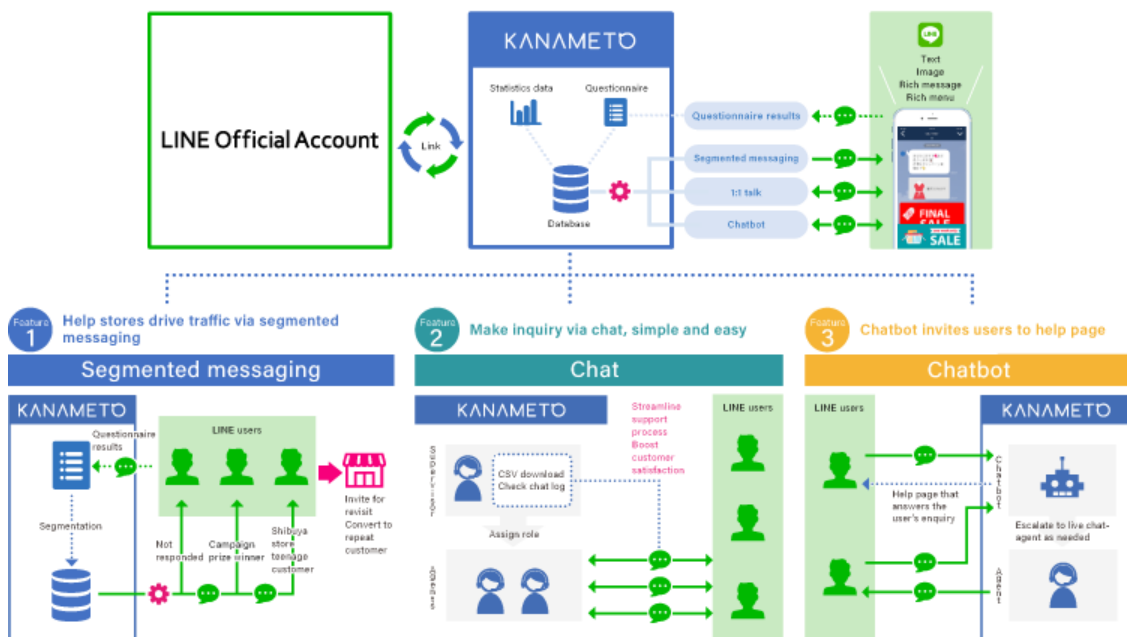
(*). As of September, 2020.

Users can receive relevant information tailored for them based on their student information such as their grades and faculties via LINE. To enable users readily check information anytime, anywhere 24/7, chatbot services are also available for topics that receive many inquiries from both students and parents such as “teaching methods,” “assignments,” “attendance and absence,” “class cancellations and make-up classes,” “teaching tools,” “network environment” and “classrooms.”

“KANAMETO” is a LINE-powered DX tool developed and offered by transcosmos online communications inc., a joint-stock company between transcosmos, 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, transcosmos 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



* 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 online communications inc.

transcosmos online communications inc. was founded in May 2016 as a joint-stock company between transcosmos inc. and LINE Corporation. In October 2017, the company received investment from Salesforce Ventures, an investment arm of salesforce.com, Inc. transcosmos 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 transcosmos’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, transcosmos online communications released “KANAMETO,” its proprietary segmented messaging tool compatible with LINE Official Accounts. Visit us here (Japanese only): <https://transcosmos-online.com/>

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

169 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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