

# Press Release



March 1, 2021  
transcosmos inc.

## transcosmos and Yext team up to accelerate expansion of Yext Answers in Japan

*The companies formed a joint sales team with the goal of bringing Yext's exceptional search experience to more businesses in the region*

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) hereby announces that the company has formed the first and the most powerful strategic collaboration of its kind with Yext (NYSE: YEXT; Yext Japan K.K.: Chairman: Eiji Uda), the Answers Search Company, to increase the sales of the Japanese version of Yext Answers.

Yext Answers is an innovative search-as-a-service platform powered by advanced natural language processing (NLP) technology. It puts direct, actionable answers to consumers' queries on a company's website, so that businesses can drive conversions right on the search results page, reduce support costs, and gain new customer insights.



With the aim of boosting clients' customer experience (CX), transcosmos provides various services with the largest scale of framework in Japan including customer services, ad delivery, and website development and operations. In particular, transcosmos has been promoting businesses to implement chat and on-site self-service solutions in addition to call services so that they can optimize communication with consumers, as well as providing consumers with greater convenience.

By working strategically with Yext to accelerate the expansion of Answers in Japan, transcosmos will enable businesses to deliver an easy-to-understand, user-friendly search experience on their websites. Ultimately, transcosmos helps companies boost CX comprehensively by enhancing the level of customer support service, increasing ad conversion rate, and reducing website exit rate with a focus on user sentiment and behavior. Enabling consumers to obtain the information they need quickly and efficiently is particularly beneficial for businesses, as it will lead to reduced incoming calls to call centers, thereby reducing support costs.

To drive the adoption of Yext Answers, transcosmos and Yext plan to form a joint team consisting of 20 sales and implementation support members. By delivering the new search experience to as many businesses and organizations as possible, transcosmos will help clients solve their challenges, drive their digital transformation, and achieve a better CX.

## Promote the new search experience, and help clients deliver a greater CX



### On-site search solution **Yext Answers**

Present high-value information that answers customers' query intent plus something insightful



Yext Answers on-site search results (for illustration purposes only)

#### Drive conversions

Put direct answers and calls-to-action at your customers' fingertips, so that they can transact right on the search.

#### Gain new customer intelligence

Answers catalogs each search query and its response to show you where you might be missing opportunities with customers.

#### Reduce support costs

Answers helps consumers find information quickly and easily—without having to contact a support center.



On top of Yext Answers implementation/operations, we help you enhance/improve ads, website operations and customer services with the insights gained via Yext Answers

#### <Ads>

- Increase conversion efficiency

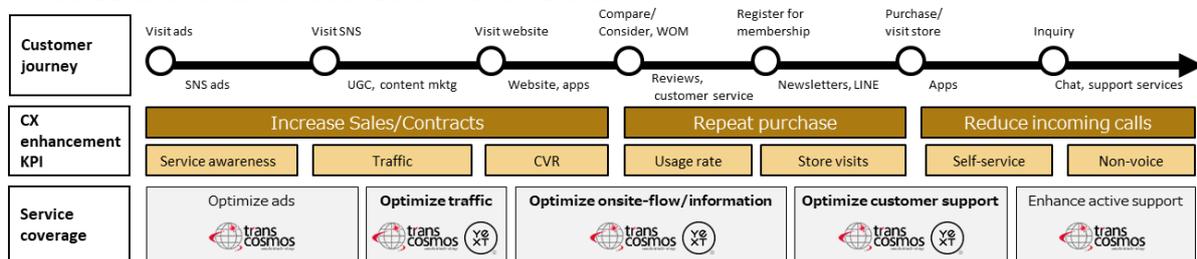
#### <Website>

- Prevent page exit
- Enhance content marketing
- Increase conversions
- Improve FAQ page

#### <Customer support>

- Enhance capabilities for call, agent-chat and chat services

### ■ Yext-transcosmos connected solution for CX enhancement



### ■ About Yext Answers

With the power of knowledge graph and natural language processing (NLP) technology, Yext Answers understands the meaning and intent behind customers' search queries, and delivers direct, actionable answers for a superior, user-friendly search experience. In the U.S., where the product was originally launched in English in 2019 before being introduced in Japanese in 2020, businesses and organizations across industries — from financial services and healthcare to higher education and the public sector — already use Answers to increase conversions, lower support costs, and gain new customer intelligence.

<https://www.yext.com/products/answers>

### ■ About Yext K.K.

Name: Yext K.K.

Japan office: Toranomon Hills 8F, 1-23-1 Toranomon, Minato-ku Tokyo 105-6308 Japan

Representative: Chairman Eiji Uda

The ultimate source for official answers about a business online should be the business itself. However, when consumers ask questions on company websites, too often they are left in the dark with wrong answers. Yext (NYSE: YEXT), the Search Experience Cloud, solves this problem by organizing a business's facts so it can provide official answers to consumer questions — wherever people search. Starting with the company website, then extending across search engines and voice assistants, businesses around the world, like T-Mobile, Jaguar Land Rover, BBVA USA, and Kiehl's — as well as organizations like the U.S. State Department and World Health Organization — trust Yext to radically improve the search experience on their websites and across the entire search ecosystem.

Yext's mission is to help businesses and organizations around the world deliver official answers everywhere people search. Yext has been named a Best Place to Work by Fortune and Great Place to Work®, as well as a Best Workplace for Women. Yext is headquartered in New York City with offices in Amsterdam, Berlin, Chicago, Dallas, Geneva, London, Miami, Milan, Paris, San Francisco, Shanghai, Tokyo, and the Washington, D.C. area.

### 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, transcocosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients' excellent products and services to consumers in 48 countries/regions around the globe. transcocosmos 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. Visit us here <https://www.trans-cosmos.co.jp/english/>

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