



# Press Release

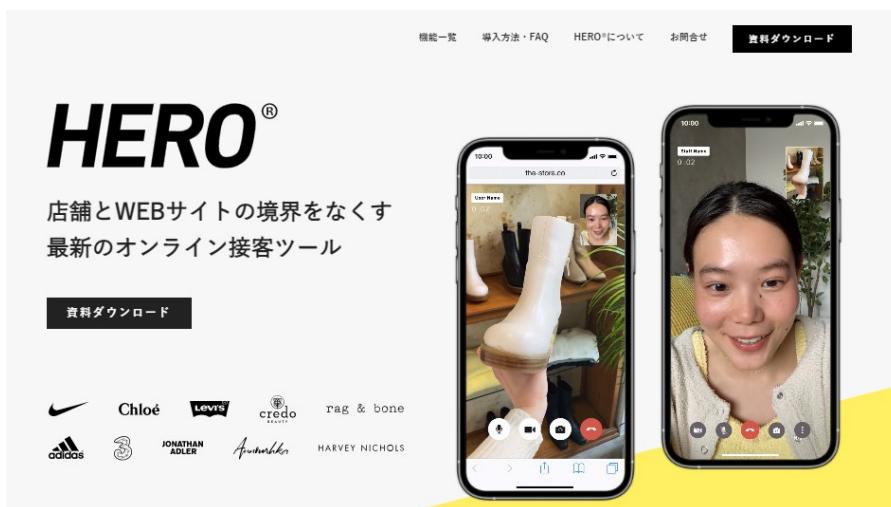
April 7, 2021

transcosmos inc.

## transcosmos Opens the Japanese Website for HERO, the No.1 Online Virtual Shopping Solution in Europe and U.S.

### Text, Chat and Video App Realizes DX in Stores with Retail Associates at the Core. The Japanese Website Helps Japanese Businesses Implement Hero

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) is delighted to announce that the company has launched the Japanese website of HERO, the face-to-face virtual online shopping solution, for which the company has been granted exclusive rights to sell and market in Japan.



Visit the HERO Japanese website here: <https://usehero.jp/>

A diverse range of information is available on the website for businesses to check a list of Hero features for maximizing the benefit of online virtual customer services, as well as steps for implementation, FAQs, contact for inquiries, URLs to download materials and more.

#### • About HERO

Hero is a real time, face-to-face solution that brings in-store retail staff into the e-commerce shopping experience for customers. Online shoppers are able to receive the service and expertise they would expect when shopping in physical stores through Hero's real time text, chat and two-way video communications features. The moment a sales associate is connected to a customer, Hero delivers a vast amount of information on the customer so that associates can see on their mobile or tablet screens if the customer has moved on to another page or made a purchase, all without moving away from the interaction with the customer.

**【Press release】** transcosmos Secures Exclusive Rights in Japan to Offer HERO, the No.1 Online Virtual Shopping Solution in Europe and US

<https://www.trans-cosmos.co.jp/english/company/news/201020.html>

#### • About transcosmos e-commerce support services

Recognizing the e-commerce market expansion, transcosmos offers a variety of service menus to assist clients in expanding e-commerce sales, and launching and rebuilding their e-commerce business, taking into consideration the size

and the positioning of the business within their company. With its end-to-end services from providing consultation, to developing e-commerce systems, to defining operations to outsource, to developing marketing strategies, to customer support, to delivery, transcosmos help clients succeed in their e-commerce business.

#### About EC-X

transcosmos "EC-X Series," a set of e-commerce solutions, offers best solutions that address specific challenges each client face.

Visit here for EC-X special website (no translation available): <https://transcosmos-ecx.jp/>

\*transcosmos is a trademark or registered trademark of transcosmos inc. in Japan and other countries.

\*Other company names and product or service 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 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 to consumers 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. Visit us here <https://www.trans-cosmos.co.jp/english/>

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