

Press Release



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transcosmos inc.

transcosmos releases 5A Loyalty Diagnosis in China

Performs 5A Loyalty Diagnosis on OMRON Healthcare (China), and will propose comprehensive CX services based on the result

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda), together with Shanghai transcosmos Marketing Services Co., Ltd. (Headquarters: Shanghai, China; CEO: Eijiro Yamashita; transcosmos China), its wholly-owned subsidiary, has begun offering its 5A Loyalty Diagnosis to OMRON Healthcare (China) Co., Ltd. (欧姆龙健康医疗(中国)有限公司). Based on the results of the diagnostics, the two companies will make a proposal and execute comprehensive CX services.

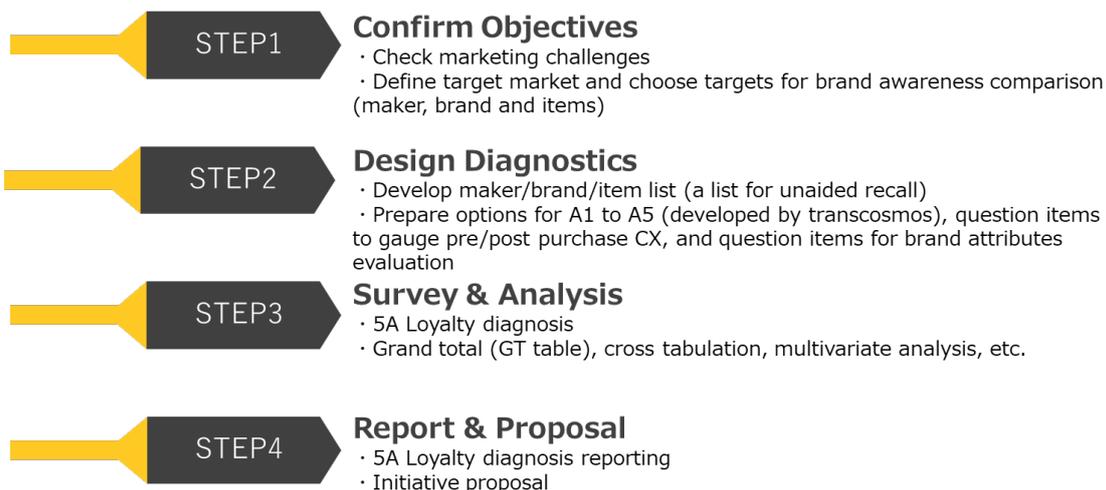


<https://www.pkmarketing.jp/> (no translation available)

The 5A's is a new customer path proposed in the "Marketing 4.0: Moving from Traditional to Digital" by Phillip Kotler. In March, 2019, transcosmos formed a business alliance with MarkPlus Inc., a marketing consulting and research firm founded by Hermawan Kartajaya, the co-author of "Marketing 4.0." Since then, the company has been offering its proprietary loyalty marketing services "5A Loyalty suite" with the exclusive right to use the measurement based on the 5A's in Japan.

The 5A Loyalty Diagnosis is CX diagnostic service that transcosmos has proprietary developed based on the 5A's concept, that enables businesses to quantify and visualize the result of comparative diagnosis with their competitors at one-stop. Based on the result, transcosmos helps clients medium to long term by reviewing clients' current market position, their marketing communication and customer touchpoints both before and after purchase, proposing initiatives for boosting sales and customer loyalty, and executing and operating the initiatives.

■ 5A Loyalty Diagnosis Steps



■ About 5A's

Marketing 4.0 proposes that a customer path in this era of connectivity consists of 5A's, namely Aware, Appeal, Ask, Act and Advocate. It describes a consumer decision-making process as a "group decision making" based on various opinions of all individuals and groups that take part in the decision making process; not a process based only on one individual's opinion. Based on this idea, MarkPlus promotes two new attributes to measure brand strength: Purchase Action Ratio (PAR) and Brand Advocacy Ratio (BAR)—a set of metrics that evaluate how well brands converts awareness into purchase and advocacy. This concept ultimately repositions the meaning of loyalty from past definition of repeat buying to new definition of advocacy.

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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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