

Press Release

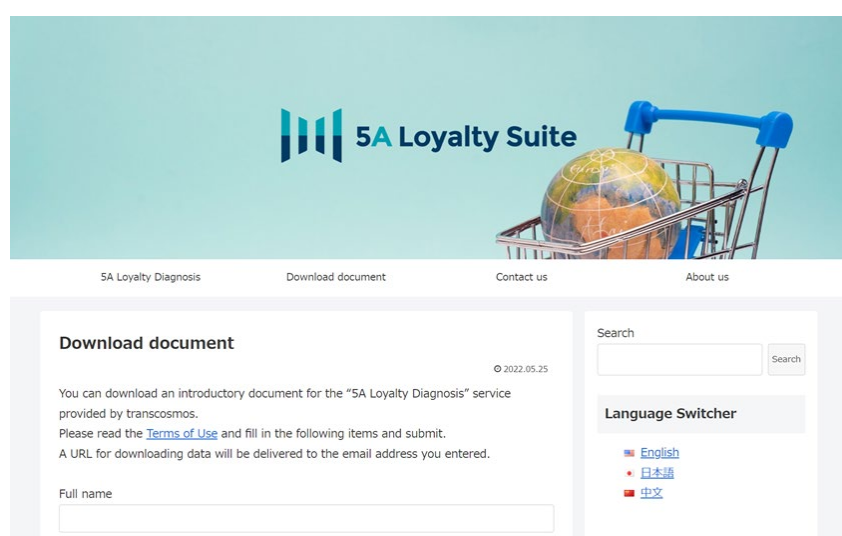


August 24, 2022
transcosmos inc.

transcosmos launches an English-version of its 5A Loyalty Diagnostics Service website

Sets up an SNS account to drive the 5A Loyalty Diagnostic Service on a global scale

transcosmos inc. (Representative Director, Co-presidents: Koichi Iwami, Masaaki Muta) is pleased to announce that the company has launched an English-version of its 5A Loyalty Diagnostic Service website (<https://www.pkmarketing.jp/en/>), which assists businesses in developing their loyalty marketing strategies.



* Select your preferred language from Language Switcher displayed on the right on the homepage.

1. Visit here for the 5A Loyalty Diagnostic Service English website: <https://www.pkmarketing.jp/en/>
2. Visit here for social login with Twitter: https://twitter.com/5a_cx

The 5A's is a new customer path proposed in "Marketing 4.0/5.0" by Phillip Kotler. In March, 2019, transcosmos formed a business alliance with MarkPlus Inc., an Indonesian marketing consulting and research firm founded by Hermawan Kartajaya, the co-author of "Marketing 4.0/5.0." Since then, transcosmos has been offering the 5A Loyalty Diagnostic Service - its proprietary loyalty marketing service suite - with the exclusive right to use the measurement based on the 5A's in Japan.

The 5A Loyalty Diagnostic service is a brand loyalty diagnostic service that was developed based on the 5A's concept. With the service, businesses can quantify and visualize the result of comparative diagnosis with their competitors at one-stop. Based on the result, transcosmos will perform a comprehensive review on various aspects, including clients' market position, marketing communication, and customer touchpoints both before and after purchases. Drawing on the findings, transcosmos will help clients over the medium-to-long term enhance and execute their loyalty and CX strategies with a goal to foster brand advocates – brand promoters and fans – thereby increasing their sales and customer loyalty.

About our service : Three diagnoses package

Our service can quantitatively visualize the ways the company should to appeal “to whom, what needs, and which methods” and manage loyalty in an integrated manner by conducting 3 diagnosis: 5A, CX, and Perception. We offer the best diagnostic plan along your target market and customer situation.



The 5A Loyalty Diagnostic Service is also available overseas. In October 2021, transcosmos launched the service in China, ahead of other overseas markets (reference: <https://www.trans-cosmos.co.jp/company/news/211011.html>).

The new English-version website features 5A Loyalty Diagnostic Service introduction and commentaries by Ivan Setiawan, the co-author of “Marketing 5.0.” Other articles, including interviews with industry leaders and seminar information that are available on the Japanese website, will be posted on the English website soon.

* About “Marketing 4.0/5.0”

Books by Philip Kotler and his team. Philip Kotler devised the 5As model, a completely new customer journey framework to achieve human-centered marketing.

Philip Kotler is known as the Father of Modern Marketing and God of Marketing for his concise and specific explanation of marketing concepts that change over time.

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*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 170 bases across 28 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 46 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.transcosmos.co.jp/english/>

Contact for Media Inquiries

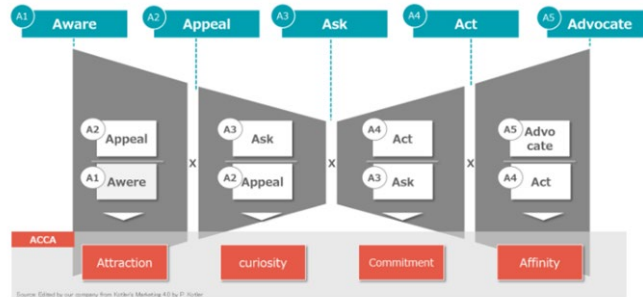
transcosmos inc. Public Relations & Advertising Department
Email: pressroom@trans-cosmos.co.jp

【Reference】 Below are some of the contents available on the English-version website.

- About the ideal patterns of 5A (https://www.pkmarketing.jp/en/service_01_en/)

5A ideal form and four typological patterns

And the ideal pattern for this 5A is considered to be the bow-tie shape. This is the ideal type proposed as a result of corporate performance and patterns studied in Philip Kotler's research, which collected data from around the world. In a nutshell, this pattern shows that all people who are aware of the brand will advocate it, and all people who like the brand will act = buy it.

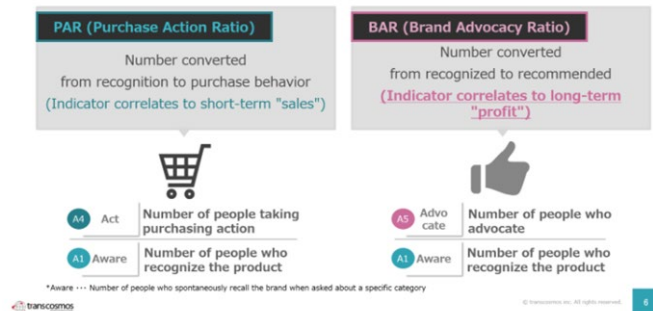


- About 5A Key Indicators: PAR/BAR (https://www.pkmarketing.jp/en/articles/5als_02_en/)

5A Key Indicators PAR and BAR

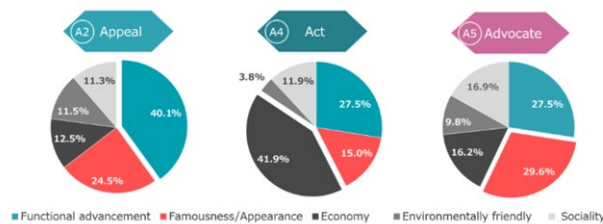
By combining these 5As, a total of 11 indicators are created, and we provide diagnostic information to each company or brand based on these indicators. Among those, the most important indicators are “advocate” and “action,” with “aware” as the denominator.

5A Diagnosis: Profitability visualization index (PAR/BAR)



- About perception diagnosis ① (https://www.pkmarketing.jp/en/articles/5als_03_en/)

Perception diagnosis: 5A and perception



The results show that Axis 1 is important to get people to like the product=Appeal, but Axis 3 is important to get people to actually buy it, while Axis 2 is important to get people to advocate it. In many of the studies we have conducted, the key factors influencing each appeal, action, and advocate have been the same in some cases and different in others. This means that the market itself is a complex structure.

