

# Press Release

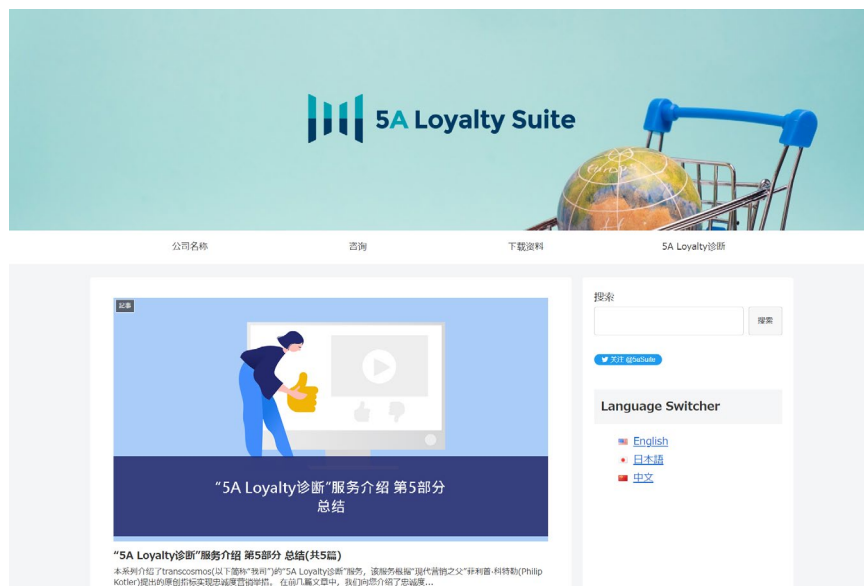


September 26, 2022  
transcosmos inc.

## transcosmos launches a Chinese-version of its 5A Loyalty Diagnostics Service website

### Driving an initiative towards offering a multilingual 5A Loyalty Diagnostic Service across the globe

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



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

Visit here for the 5A Loyalty Diagnostic Service Chinese website: <https://www.pkmarketing.jp/zh/>

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.

## 关于服务：三大诊断方法

通过“5A”、“CX”、“Perception(感知)”的三大诊断服务，可以对“针对何种人群、有何种需求、采用何种方法”的问题进行定量化分析及可视化，并对顾客忠诚度进行综合管理。从而根据目标市场和顾客的情况，为企业提供最合适的诊断方案。

01. 针对何种人群  
**5A诊断**

02. 有何种需求  
**Perception (感知) 诊断**

03. 采用何种方法  
**CX诊断**



transcosmos has its centers and subsidiaries in cities across China, including Beijing, Shanghai, Tenzin, Dalian, Guangzhou, Shenzhen and more. From these locations, the company offers diverse services that are tailored to the needs of the Chinese market based on its clear understanding of local culture and characteristics. In partnership with transcosmos China, the company rolled out the 5A Loyalty Diagnostic Service in October 2021 in the market (reference: <https://www.trans-cosmos.co.jp/english/company/news/211011.html>).

The new Chinese-version website features 5A Loyalty Diagnostic Service introduction. Other articles, including interviews with industry leaders and seminar information that are available in the Japanese website, will be posted on the Chinese 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.

\*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 171 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.trans-cosmos.co.jp/english/>

### **Contact for Media Inquiries**

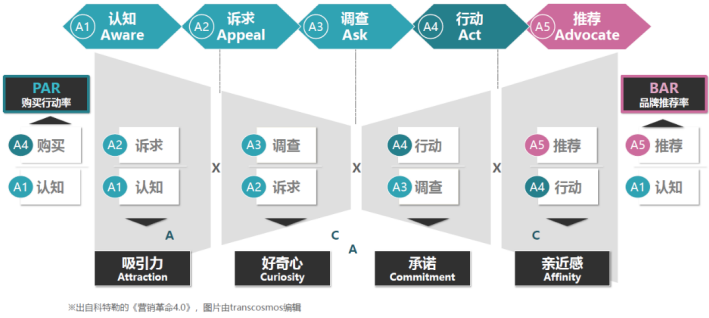
transcosmos inc. Public Relations & Advertising Department  
Email: [pressroom@trans-cosmos.co.jp](mailto:pressroom@trans-cosmos.co.jp)

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

- About the ideal patterns of 5A ([https://www.pkmarketing.jp/zh/articles/5als\\_02\\_zh/](https://www.pkmarketing.jp/zh/articles/5als_02_zh/))

### 5A的理想形式和4个类型模式

5A的理想模式被称为蝴蝶结模式。菲利普·科特勒收集了世界各地的数据，并在研究企业的业绩和模式后，根据研究结果提出了这种理想模式。简而言之，这种模式就是所有知道该品牌的人都会进行推荐，而所有喜欢该品牌的人都会采取行动(=购买)。



- About 5A Key Indicators: PAR/BAR ([https://www.pkmarketing.jp/zh/articles/5als\\_02\\_zh/](https://www.pkmarketing.jp/zh/articles/5als_02_zh/))

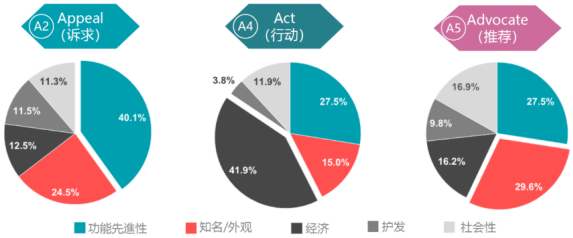
### 5A关键指标 PAR与BAR

这些5A相互组合，共形成了11个指标，我司将以这些指标为基础向各企业和品牌提供对应的诊断信息。其中，最重要的是以“认知”为分母的“推荐”和“行动”指标。



- About perception diagnosis (1) ([https://www.pkmarketing.jp/zh/articles/5als\\_03\\_zh/](https://www.pkmarketing.jp/zh/articles/5als_03_zh/))

### Perception(感知)诊断：5A和Perception(感知)



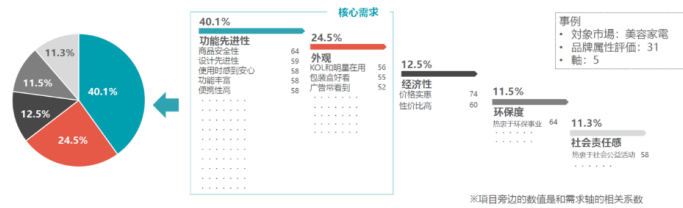
根据上图，我们可以得出以下结论：如果希望商品被人喜爱(=诉求)，第一因素是关键；如果希望产生实际的购买，第三因素是关键；而如果希望商品被推荐，则第二因素是关键。从我司的众多调查中发现，影响诉求、行动和推荐的关键因素可能相同，也可能不同。这也正说明了市场结构的复杂性。

- About perception diagnosis (2) ([https://www.pkmarketing.jp/zh/articles/5als\\_03\\_zh/](https://www.pkmarketing.jp/zh/articles/5als_03_zh/))

## Perception(感知)诊断的用途

我们会用占比少的因素和需求来进一步对市场做分析，通过详细的调查项目中的关系性，了解每个需求的背后具体意味着什么。例如，如果需求中有“高级感”一词，那么对于“高级感”具体代表了什么会有各种不同的解释。它可能代表了“看起来价格昂贵”，也可能代表了“物超所值”这样的积极印象，或可能与“样式古老”的印象联系在一起。

### Perception(感知)诊断：消费者重要的需求是什么？



※根据MIT Sloan School名誉教授Glen L. Urban开发的偏好回帰分析，可以可视化品牌的感知过程  
 ※弄清产品在该类别中的主要优势，并从消费者的角度准确地表达每个品牌的地位—做出正确的决策

- About CX diagnosis ([https://www.pkmarketing.jp/zh/articles/5als\\_04\\_zh/](https://www.pkmarketing.jp/zh/articles/5als_04_zh/))

## CX诊断的作用

我司提供的“5A Loyalty诊断”服务中的CX诊断能够解决以上难题。该解决方案主要研究购买前的CX触点(客户与企业的触点)以及购买后的CX触点，并可视化最适合的触点。因此，就购买前而言，该方案会涉及所有可能的触点，如店内广告、电视广告、包装、以及线上的电子邮件和社交网络。通常，我司在进行CX触点调查时，会列出30个以上的触点作为候选。CX诊断旨在定量地解决各类问题。例如，在这30个触点中，哪些触点可以用来改善公司的形象？哪些触点在提高销量或强化长期的品牌忠诚度方面效果最佳？

