



# Press Release

April 20, 2023  
transcosmos inc.

## transcosmos to develop services powered by ChatGPT to enhance TCI-DX Service

transcosmos inc. (Representative Director, Co-presidents: Masaaki Muta, Takeshi Kamiya) hereby announces that the company will drive its effort towards developing and offering more advanced TCI-DX Service (\*1) – a suite of services that covers all digital customer touchpoints throughout the customer journey – using ChatGPT by OpenAI. ChatGPT is an AI chatbot that works by gathering a huge amount of data to summarize text accurately and interact with users in a conversational way.

### 1. ChatGPT overview and the reason for transcosmos to use ChatGPT

Along with the increasingly diversified customer touchpoints such as phones, social network services, apps and chat, as well as the advancement of speech recognition technology, customer behavioral data and inquiry logs continue to grow every year. The ability to analyze and utilize such an enormous volume of data has become a key success factor for boosting customer experience (CX), streamlining operations and enhancing service quality at contact centers, renovating websites and apps, and developing new services.

ChatGPT is a large language model developed by OpenAI. Its first public release on November 30, 2022 took the world by storm as a natural language AI chatbot. Trained using massive amounts of data, ChatGPT can analyze and summarize texts as well as simulate human-like conversations with users. GPT-4, its latest version released in March 2023, can respond more naturally and fluently than GPT-3.5 that previously powered ChatGPT.

However, there is still room for improvement for ChatGPT to respond to inquiries companies receive from their customers that require specialized knowledge. In addition, obstacles remain for businesses to apply ChatGPT such as preparing and inputting training data to the model, ensuring security, protecting personal information, etc.

To help businesses overcome such obstacles and use generative AI safely and securely – ChatGPT being most famous one – transcosmos will develop unique tuning and training methods as well as operational technology. Ultimately, transcosmos will deliver further advanced digital contact center and digital marketing services.

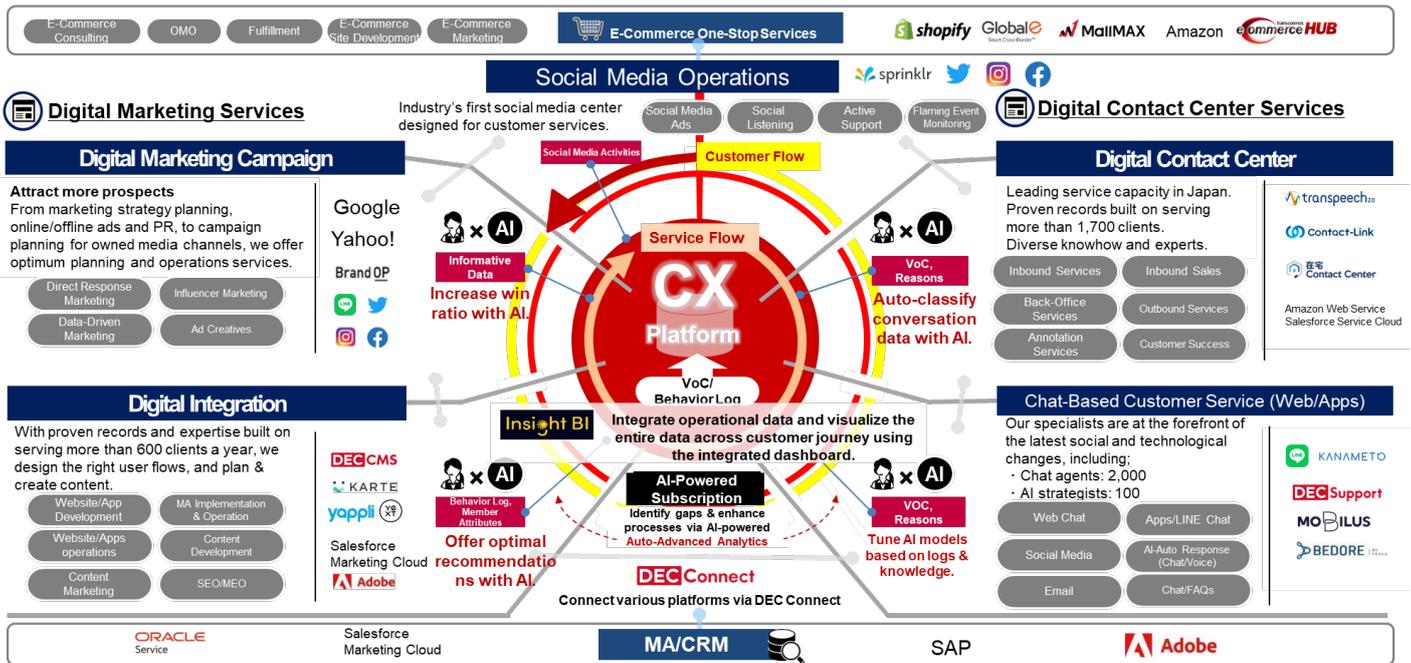
### 2. Services under development

transcosmos will develop a system which connects its proprietary developed API system, DEC Connect with ChatGPT. With the system in place, businesses can not only use ChatGPT to automatically respond to their customer inquiries but also seamlessly switch to manned services for inquiries that ChatGPT cannot handle.

As an operator of as many as 7,000 dedicated workstations for chat services, transcosmos possesses unique know-how of chat-based customer services. Building on this proprietary know-how, transcosmos will combine the strengths of both ChatGPT and manned chat services, and will achieve productivity three times as high as typical call-based services while boosting customer satisfaction at the same time.

In addition, DEC Connect has the ability to combine data accumulated via LINE and other communication channels with various data that clients own including customer information, purchase history, and website logs. Incorporating user communication data into chat solutions, transcosmos enables clients to further streamline operations and elevate customer satisfaction to the next level.

# \*1 TCI-DX Service Overview



Incorporating ChatGPT and other cutting-edge technologies, transcosmos will continue to offer the right solution for each client to deliver greater CX, and ultimately help clients optimize customer communications.

(Related pages)

- Call Center (Contact Center): <https://www.trans-cosmos.co.jp/english/callcenter/>

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

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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 173 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)