

Press Release



July 13, 2023
transcosmos inc.

transcosmos to run a booth at World Tour Tokyo by Salesforce Japan

With the theme – promote client’s CX – debuts a new immersive solution powered by Avatar communication

transcosmos inc. (Representative Director, Co-presidents: Masaaki Muta, Takeshi Kamiya) hereby announces that the company will exhibit at World Tour Tokyo, a two-day event run by Salesforce Japan Co., Ltd., as an Expo GOLD Sponsor. The event is scheduled to run from Thursday, July 20 to Friday, July 21, 2023.

world tour
Tokyo

AI、データとCRMが
ビジネスの未来を創る。

2023/7/20(木)-21(金)

 トランスコスモス株式会社

トランスコスモス株式会社はWorld Tour Tokyoの展示(GOLD)スポンサーです。

Under the theme – AI, data and CRM create the future of business – the World Tour Tokyo offers a series of sessions for visitors to learn everything they need to build an effective business process, and ultimately enhance their corporate competitiveness. The programs cover AI, data, CRM, marketing, commerce, data analytics and organizational communication, and are prepared for differing skill levels. So, all participants from those in management and business functions, IT beginners, developers, to senior technical experts including system administrators can choose the right sessions that fit their knowledge and skill level.

transcosmos will run a booth with the theme, Customer Experience (CX). At the booth, visitors can take a simple, quick CX Diagnostics, and see which stage they are at in CX maturity. What’s more, transcosmos will debut its AVATAR Communication Service – a new immersive CX solution powered by Avatars and Salesforce. transcosmos welcomes visitors and lets them experience the services in the booth.

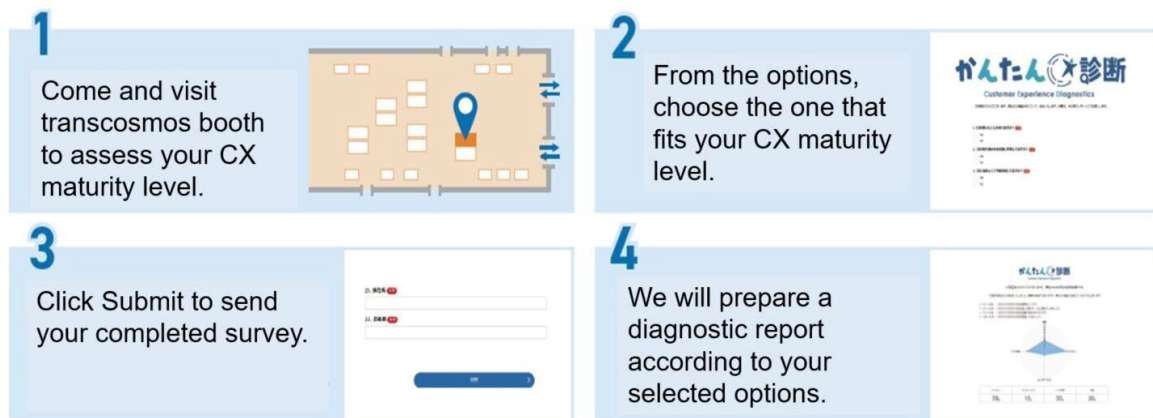
<Quick CX Diagnostics>

Fill out a quick survey on four topics; vision, object (product), people and information, and you can get the result right on the spot. After the event, transcosmos will provide you with a comparative analytics report covering all companies that have participated in the survey.

Quick Customer Experience Diagnostics

Customer Experience Diagnostics

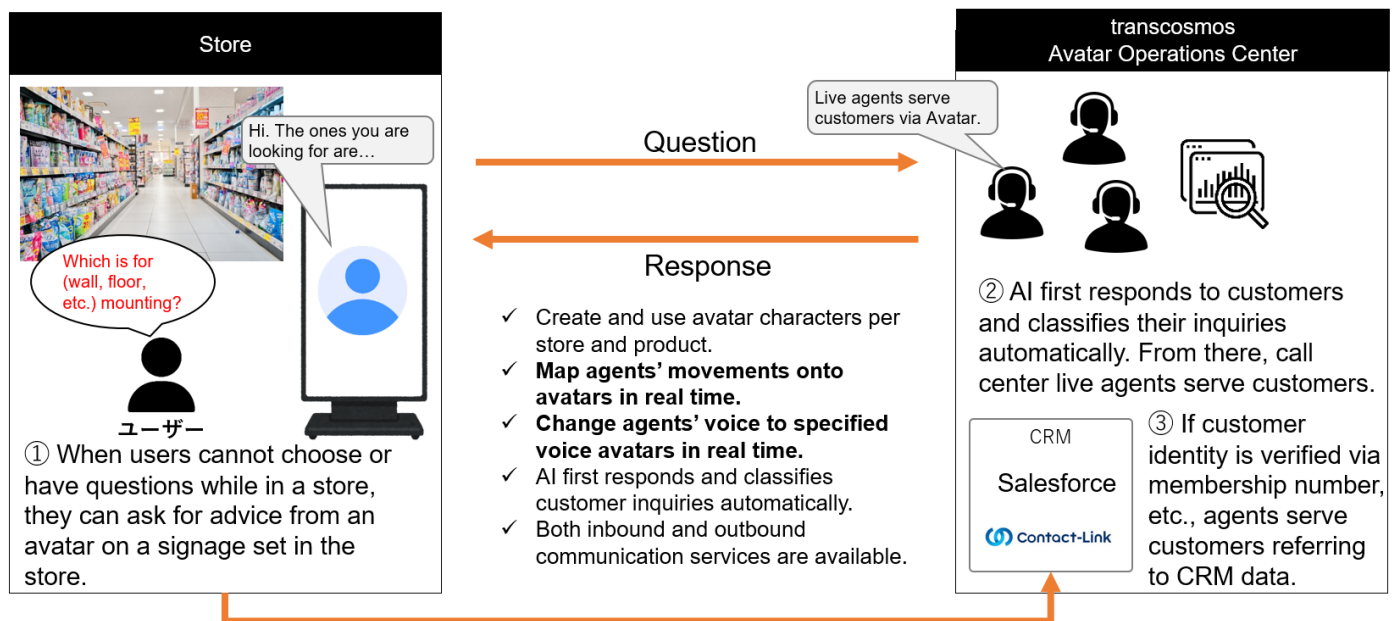
Follow the steps below, and get a simple, quick CX diagnostics.



<AVATAR Communication Service>

The service helps users solve their problems using an avatar. When users want to ask questions or check something while looking for an item in a store, they can simply ask an avatar that appears in a signage set in the store. In addition, by connecting to Salesforce via DEC Connect - transcosmos data hub product – companies can integrate avatar customer service data with other data used at their contact centers, etc.

Avatar customer service for a store (for illustration purposes only)



•About World Tour Tokyo

Date: Thursday, July 20 to Friday, July 21, 2023

Organizer: Salesforce Japan Co., Ltd.

Venue: The Prince Park Tower Tokyo, 4-8-1, Shibakoen, Minato-ku, Tokyo
(on-site/online)

Fee: Admission free (Pre-registration required)

Register here: <https://event.salesforce-japan.com/wtjuly23/begin>

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About transcocosmos inc.

transcocosmos 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. transcocosmos 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, transcocosmos 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. transcocosmos 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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