

Press Release



January 25, 2024
transcosmos inc.

transcosmos releases HackSite, a suite of services that helps solve website CX challenges

Selects the right service to enhance operations with HackSite, a solution for website challenges

transcosmos inc. (Representative Director, Co-presidents: Masaaki Muta, Takeshi Kamiya) hereby announces that the company has released HackSite, a suite of services that helps clients increase their website CVR (conversion rate) and enhance CX (customer experience) at speed, building on the company's abundant success record with more than 2,000 clients in the digital marketing field. HackSite service suite ranges from website surveys, VoC (voice of the customer) data analysis and utilization, social listening, planning and execution, analytics reporting to operations improvement proposal.

HACK your website Boost CV and sales!

Don't know how to create a page to increase sales? Can't utilize analytics data?
HackSite service suite solves all your challenges in creating landing pages and utilizing analytics data for you.

Act now.

HACKSITE

Boost CV and grow sales with our new suite of services.



Websites, whether via desktop or mobile, are a critical touchpoint between businesses and users, a platform that makes-or-breaks service awareness, branding, user convenience and satisfaction. Given the evolution of IT and AI, however, service life cycles have become increasingly shorter in recent years, resulting in a situation where only a few companies operate their websites in a way that leads to successful service branding and sales channel expansion.

With HackSite, transcosmos's experienced website directors - who manage clients' websites everyday - choose the right service to address website challenges that each client faces. To examine the current operational status, they perform quantitative and qualitative research, analyze VoC data including call, chat and social logs, and propose initiatives for improvement. transcosmos reports clients' challenges identified from the survey, executes initiatives to help clients achieve KPIs, and ultimately enhances CX at speed.

■ Process from survey to reporting (approximately 3 months)

1. Define websites and services for survey

*transcosmos will choose services that best address the website challenges clients face. For clients who have not clarified their challenges, transcosmos will recommend services after having an interview.

2. transcosmos director performs analysis, survey and plans initiatives (1 to 5 weeks) *subject to change depending on log volumes.

3. Execute initiatives and collect data (approximately 4 weeks)

4. Present report and proposal for improvement (approximately 2 weeks)

■ Service framework

HACKSITE

Choose the right service for your challenge & HACK your website.
Have your challenges identified via surveys, execute initiatives to achieve KPIs and enhance CX at speed.



Touchpoint



Landing pages aren't converting...



CX enhancement service

Hack your web contents

Can't analyze/identify the right UI...



UX enhancement service

Decompose pages & Hack your UI

Can't make the most of MA tools...



Customer service enhancement service

Revisit web customer service & Hack it

Can't utilize VoC for improvements...



VoC utilization service

Analyze VoC – call, chat and social logs - & Hack usability

**Hack your website challenges from multiple aspects.
Expand service delivery channels, boost branding and CX**

■ Pricing

Pricing: Starts from ¥3 million/3 months

Building on its position as a leading digital transformation partner in Japan, transcosmos will continue to offer digital marketing initiatives underpinned by its expertise in operational services, CX enhancement, and web analytics. Ultimately, transcosmos helps clients bring their services to the next level as their partner in driving digitalization.

*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 166 bases across 27 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/>

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