

Press Release

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transcosmos inc.

transcosmos develops “trans-AI Annotator,” data labeling solution in South Korea

Designed for online retail channels, trans-AI Annotator enables precise labeling by analyzing image and text

transcosmos is proud to announce that the company has developed “trans-AI Annotator,” its proprietary AI data labelling solution in South Korea. The solution automates data labelling tasks by performing image and text analysis with the power of AI.



trans-AI Annotator comes with features designed specifically for online retail channels, enabling clients to minimize consumer confusion caused by inconsistent product information available in open markets. Here is how the solution works: first, the AI embedded in the solution automatically analyzes and corrects discrepancies in product information caused by product image, name, and features registered by sellers in open markets. Next, assigned administrators confirm the updated information. The labelling process is completed after going through these two steps.

Distinctive features of trans-AI Annotator include its capabilities to increase data accuracy and maximize processing speed as well as boosting efficiency and productivity of the workforce. In addition, the solution ensures consistent quality management by preventing possible human errors during data processing and increasing data accuracy. What's more, its ability to rapidly process large volumes of data enables clients to allocate their workforce to core tasks, thereby enhancing customer service capabilities. Going forward, transcosmos will expand the scope of the solution to include labeling customer feedback, service and product reviews, and more.

With its scalability, trans-AI Annotator enables clients to utilize the solution in every area that requires image and data labelling tailored to their specific needs. transcosmos will continue to help clients streamline their business with a variety of AI solutions including trans-AI Annotator.

With around 10,000 people, transcosmos Korea is empowering more than 350 clients in South Korea with its business process outsourcing (BPO) services specifically optimized for each industry. The services include IT solutions development, e-commerce, digital marketing, field services (FS), management of lifelong learning institutes and education consulting, contact center opening and management, direct mail (postal delivery), omnichannel system development and management (mobile, e-mail, postal delivery), and more. Offering optimum services for each individual client across industries and sectors, transcosmos Korea helps clients optimize costs and boost sales, productivity, and customer satisfaction (CS).

*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 182 bases across 35 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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