



Press Release

June 6, 2025
transcosmos inc.

transcosmos releases trans-CX Survey (COMX diagnostics) that visualizes brand's and competitors' Achilles' heel in CX

Via CX (Customer Experience) evaluation framework, measures key CX metrics and delivers action for improvement
transcosmos hereby announces that the company has released in full swing, trans-CX Survey (COMX diagnostics), its diagnostics service for clients to evaluate the quality of customer communication experience they offer. Based on a CX evaluation framework, trans-CX Survey helps clients conduct benchmarking analysis to visualize their own as well as competitors' strengths and weaknesses, and turn the findings into specific action for improvement that will boost customer loyalty and differentiate them from others.

trans-CX Survey

COMX 診断

■What is COMX (COMmunication – eXperience)?

To enhance CX, businesses need to measure CX quantitatively, and understand its current status. For that purpose, they must choose effective metrics that have a strong correlation with revenues, can be a differentiator from peers, and lead to specific plans for improvement.

Yet, choosing the right metrics and measurement methods is a headache for many persons in charge of CX. For example, although the most used CSAT (customer satisfaction score) covers a wider range and has a high correlation with revenues, the results are often biased on product evaluation and company reputation, and therefore fail to identify specific challenges of each customer touchpoint such as websites and call centers.

To overcome this problem, and enhance operations at a range of customer touchpoints and drive digitization, transcosmos has developed COMX, a framework specifically designed for evaluating the quality of communication experience.

transcosmos has a proven record in enhancing CX in Asia's largest website and app development business and contact center operations business. In addition, the company has been researching CX based on "Customer to Business Communications Trend Survey (Com Survey)," its unique market survey the company started in 2016. transcosmos has incorporated know-how acquired through the research and surveys into the COMX evaluation framework.

■3 distinctive features of trans-CX Survey (COMX diagnostics)

trans-CX Survey is a reporting service that presents basic materials for clients to form specific plans for improvement. With a COMX framework, trans-CX Survey first measures key CX metrics using online survey panels, and performs competitive

analysis, comparing competitors' performance against clients' for each evaluation item. Based on the results, trans-CX Survey then visualizes high-priority challenges that clients must tackle as well as competitive strengths that can be a differentiator from others. Ultimately, the service reports and presents materials that help clients develop specific plans for improvement.

1) Measure key CX metrics to boost revenues and differentiate from others

Measure your CX quantitatively using key CX metrics, and grasp your current score and compare them against industry averages and competitors.

Visualize your current position in your industry as well as strengths and weaknesses for boosting revenues and differentiating from others.

2) Identify the Achilles' heel in communication experience to drive DX

Along with the pre- and post-purchase customer journeys, diagnose your performance using an evaluation system that captures the Moment of Truth.

Identify the Achilles' heel in driving DX and utilizing AI.

3) Speedy diagnostics and best practices

Present a report on diagnostics results and insights for forming improvement plans at speed. No need to spend time and effort preparing your own data and designing a survey plan.

Optional services include desk research to develop specific improvement plans.

■Steps and output

STEP 1: Confirm survey objectives, methods, and pre-hypothesis

STEP 2: Define survey targets (industries and companies for benchmarking) and sample composition/allocation

STEP 3: Decide survey specifications, and submit request for quotation/purchase order

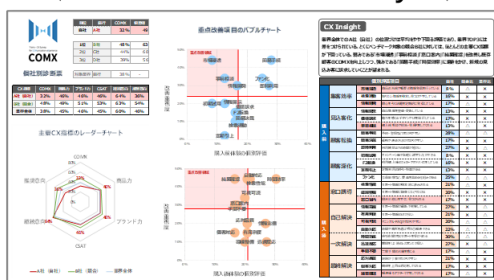
STEP 4: Fine-tune questions and options

STEP 5: Conduct a survey, and aggregate/analyze data

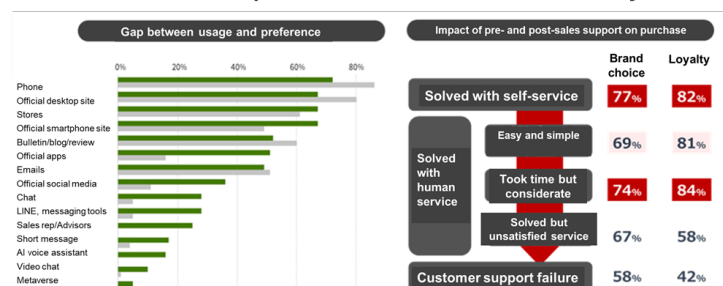
STEP 6: Conduct desk research to explore best practices based on diagnostics (optional service)

STEP 7: Generate report, hold report sessions, and make proposals for next steps

Company-specific diagnostics report (Radar chart & matrix analysis)



Communication channel trends (Customer touchpoint/revenue contribution analysis)



■Reference materials

Please refer to the following pages for report and commentary on the Com Survey, the source of COMX diagnostics.

●Com Survey 2024-2025 Commentary (no translation available): https://www.trans-plus.jp/data/2024cx_explanation

●transcosmos Forum presentation report (no translation available): https://www.trans-plus.jp/blog/report/202504_transcosmos-forum2024

●COMX evaluation/analytics methods (no translation available): <https://www.transcosmos-cotra.jp/communication-experience-evaluation>

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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 185 bases across 36 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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