

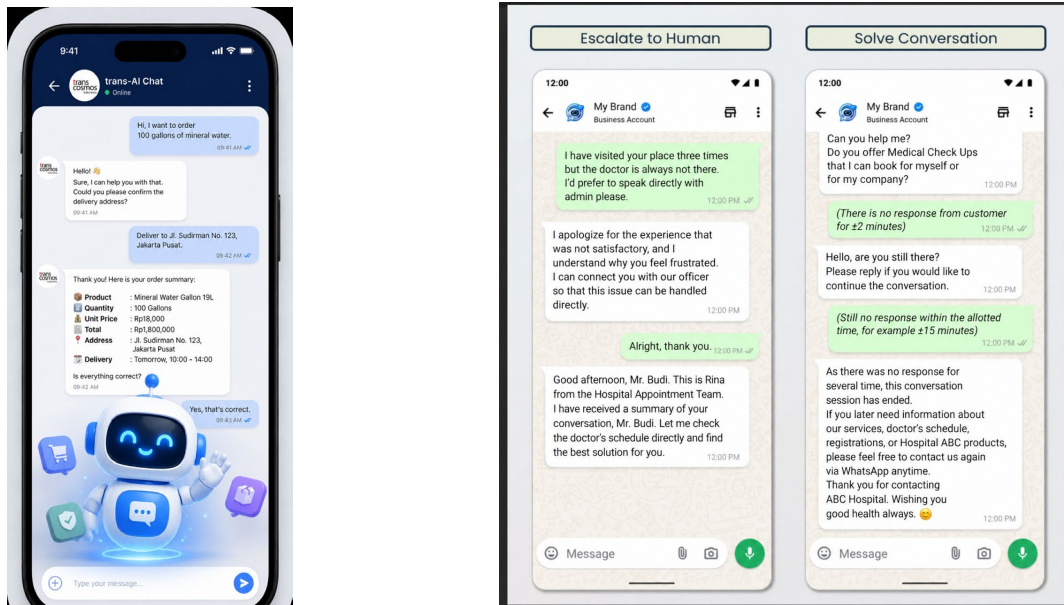
Press Release

September 7, 2026
transcosmos inc.

transcosmos launches trans-AI Chat, a generative AI chatbot, in Indonesia

Reinforcing its commitment to transforming CX through AI-powered dynamic, human-like responses

transcosmos today announced the official launch of trans-AI Chat, a generative AI-powered chatbot, in Indonesia. Unlike conventional chatbots that rely on predefined scripts and conversation flows, trans-AI Chat leverages the capabilities of large language models (LLMs) to understand conversational context, recognize customer intent, and generate dynamic, human-like responses.



The solution offers a range of intelligent capabilities that enable organizations to create more proactive, data-driven customer experiences. These include AI Follow-up Message Automation, which automatically sends personalized follow-up messages such as order status updates or product recommendations based on previous interactions; AI Evaluation, which continuously monitors AI responses to ensure accuracy, consistency, and alignment with the company's knowledge base; and Unknown Keyword Detection, which automatically identifies new questions, phrases, or topics the AI cannot yet answer, enabling organizations to continuously enrich and improve their knowledge base.

One of trans-AI Chat's key differentiators is its intelligent escalation capability, which seamlessly transfers conversations to human agents whenever empathy, complex decision-making, or specialized support is required. The complete conversation history and contextual information are automatically passed to the agent, eliminating the need for customers to repeat themselves. Developed around the concept of collaborative intelligence, this approach enables seamless collaboration between AI and human agents while ensuring a consistently high-quality customer experience across every touchpoint. Designed with high implementation flexibility,

trans-AI Chat can be deployed across a wide range of industries, including banking, telecommunications, retail, FMCG, and automotive. The solution is particularly well suited for managing high volumes of customer interactions, ranging from financial service simulations and account management to interactive lead qualification.

As a leading CX and digital business services provider, transcosmos delivers integrated solutions that support various aspects of clients' business operations in the Indonesian market. The company has earned several accolades, including Platinum Winner for Contact Center Operations and Silver Winner for Employee Engagement at the ICCA Awards—

cementing its role as a key player in Indonesia's CX and BPO industries. transcosmos reaffirms its ambition to be a strategic partner for digital transformation in Indonesia.

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■ About transcosmos inc.

transcosmos launched its operations in 1966. Since then, we have united superior “people” with cutting-edge “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 188 bases across 36 countries/regions with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of the e-commerce market on a global scale, transcosmos provides 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 is committed to treating the challenges of its clients and society as its own—discussing and addressing their issues from planning to execution—and Make It Real, Together. Visit us here <https://www.trans-cosmos.co.jp/english/>

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