Global Digital Transformation Partner

Earnings Conference for the Six Months Ended September 30, 2024

(April 1, 2024 – September 30, 2024)

October 31, 2024

transcosmos inc.

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1 **FY2025/3 Six-month Performance**

2 **Priorities & Progress**

- 2-1 CX Services
- 2-2 BPO Services
- 2-3 Overseas
- 2-4 AI utilization/Digital talent development

trans cosmos
people & technology

Financial Results Summary

Consolidated net sales
¥185.55B
(YoY: +3.1%)

Consolidated operating profit
¥7.13B
(YoY: +¥1.29B)

transcosmos inc. six-month net profit
¥4.15B
(YoY: -¥0.24B)

- **Net sales up 3.1% YoY as both CX and BPO services grew sales.**
  - **CX Services up 2.6% YoY, led by growth in digital integration as well as growth in South Korea and ASEAN.**
  - **BPO Services up 6.2% YoY. Both cross-industry and industry specific digital BPO Services achieved solid results.**
- **Operating profit up ¥1.29B YoY led by higher profitability overseas. Parent Company increased gross profit margin due to progress in price negotiations and higher utilization rate in addition to sales growth.**
- **transcosmos inc. six-month net profit down ¥0.24B YoY due to the recording of higher non-operating expenses and extraordinary losses.**

Consolidated Income Statement Summary

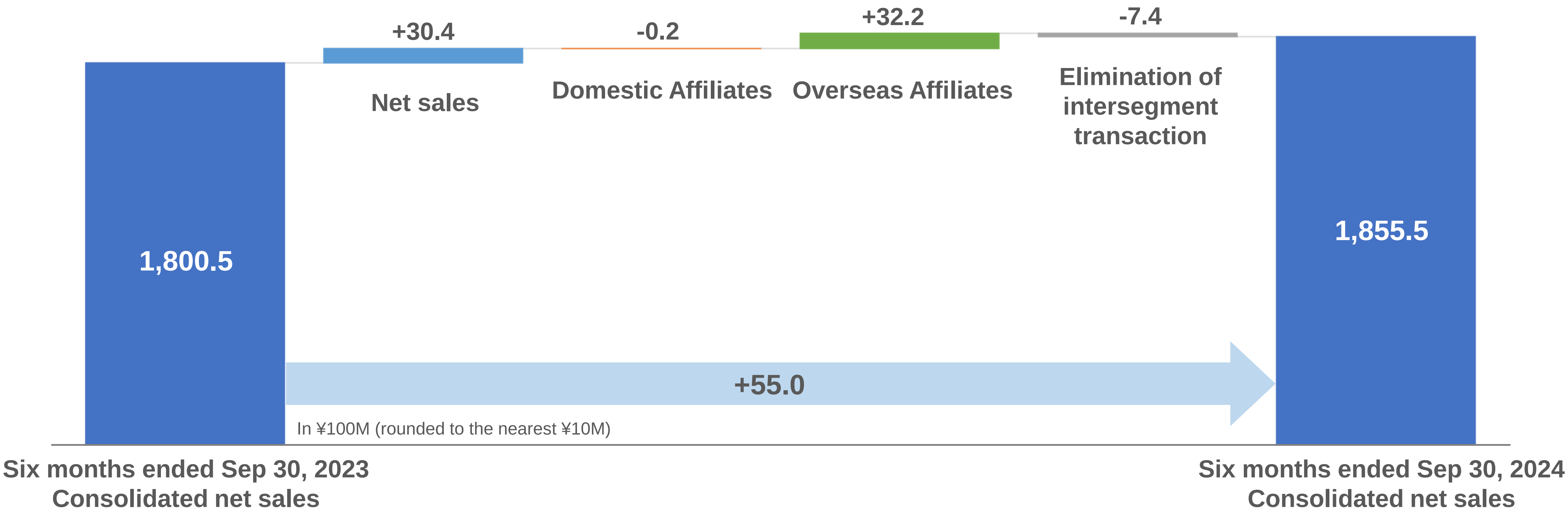
*For each segment profit row, figures in the Mix columns are profit margins.

In ¥100M (rounded to the nearest ¥10M)		Six months ended Sep 30, 2023		Six months ended Sep 30, 2024		Change	
		Amount	Mix	Amount	Mix	Amount	%Change
Net sales		1,800.5	100.0%	1,855.5	100.0%	+55.0	+3.1%
	Net sales	1,176.0	65.3%	1,206.5	65.0%	+30.4	+2.6%
	Domestic Affiliates	210.6	11.7%	210.4	11.3%	-0.2	-0.1%
	Overseas Affiliates	473.5	26.3%	505.7	27.3%	+32.2	+6.8%
	Elimination of intersegment transaction	-59.7	-3.3%	-67.1	-3.6%	-7.4	-12.5%
Gross profit		332.3	18.5%	353.5	19.0%	+21.2	+6.4%
SG&A expenses		273.8	15.2%	282.1	15.2%	+8.3	+3.0%
Operating profit		58.4	3.2%	71.3	3.8%	+12.9	+22.1%
	Net sales	37.3	3.2%	33.5	2.8%	-3.7	-10.0%
	Domestic Affiliates	11.9	5.7%	14.9	7.1%	+3.0	+25.0%
	Overseas Affiliates	9.3	2.0%	23.4	4.6%	+14.1	+151.3%
	Elimination of intersegment transaction	-0.1	-	-0.6	-	-0.5	-
Non-operating income (loss)		14.5	0.8%	0.6	0.0%	-13.8	-95.5%
Ordinary profit		72.9	4.0%	72.0	3.9%	-0.9	-1.3%
Extraordinary income (loss)		-0.2	-0.0%	-8.3	-0.4%	-8.1	-
Profit attributable to owners of parent		43.9	2.4%	41.5	2.2%	-2.4	-5.4%

Consolidated Net Sales Analysis

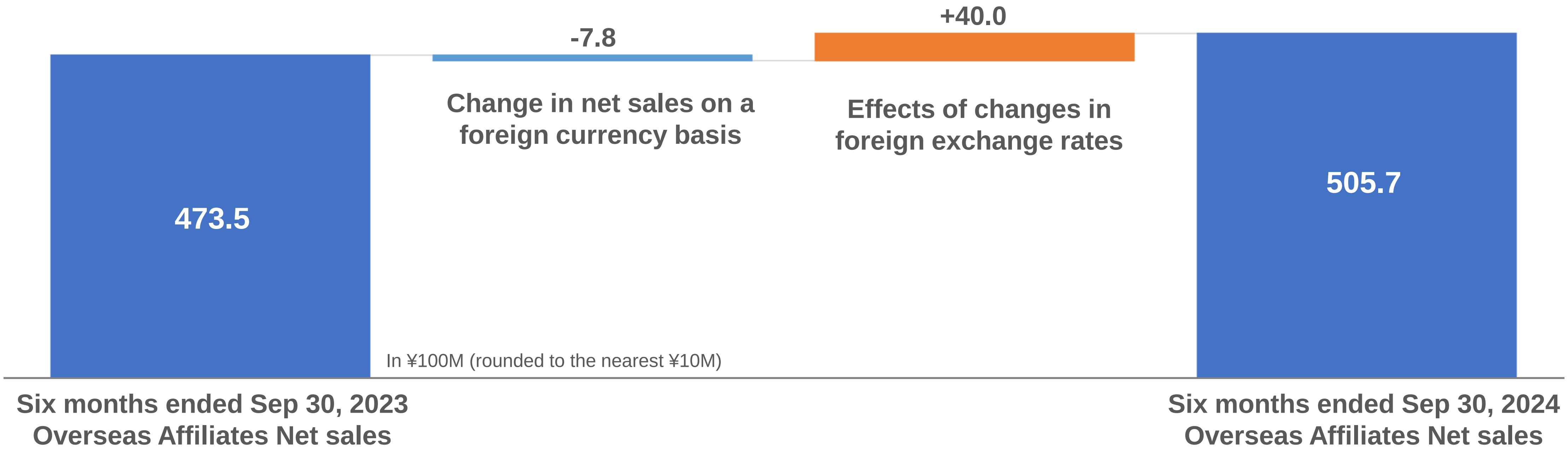
- Net sales up ¥5,500M (+3.1%)

Parent Company	Up due to sales growth led by digital integration services under CX services as well as overall BPO services.
Domestic Affiliates	Despite a slight decrease, listed subsidiaries and their group companies are on a recovery trend.
Overseas Affiliates	Up mainly due to growth in subsidiaries in South Korea and ASEAN and impact of currency fluctuations despite a drop in China’s e-commerce business.



Reference: Effects of changes in exchange rates on net sales of Overseas Affiliates

- Net sales on a foreign currency basis down ¥780M due to a drop in China’s e-commerce business despite growth in South Korea and ASEAN.
- The yen remained weak from the beginning of this fiscal year, pushing up sales by ¥4,000M.

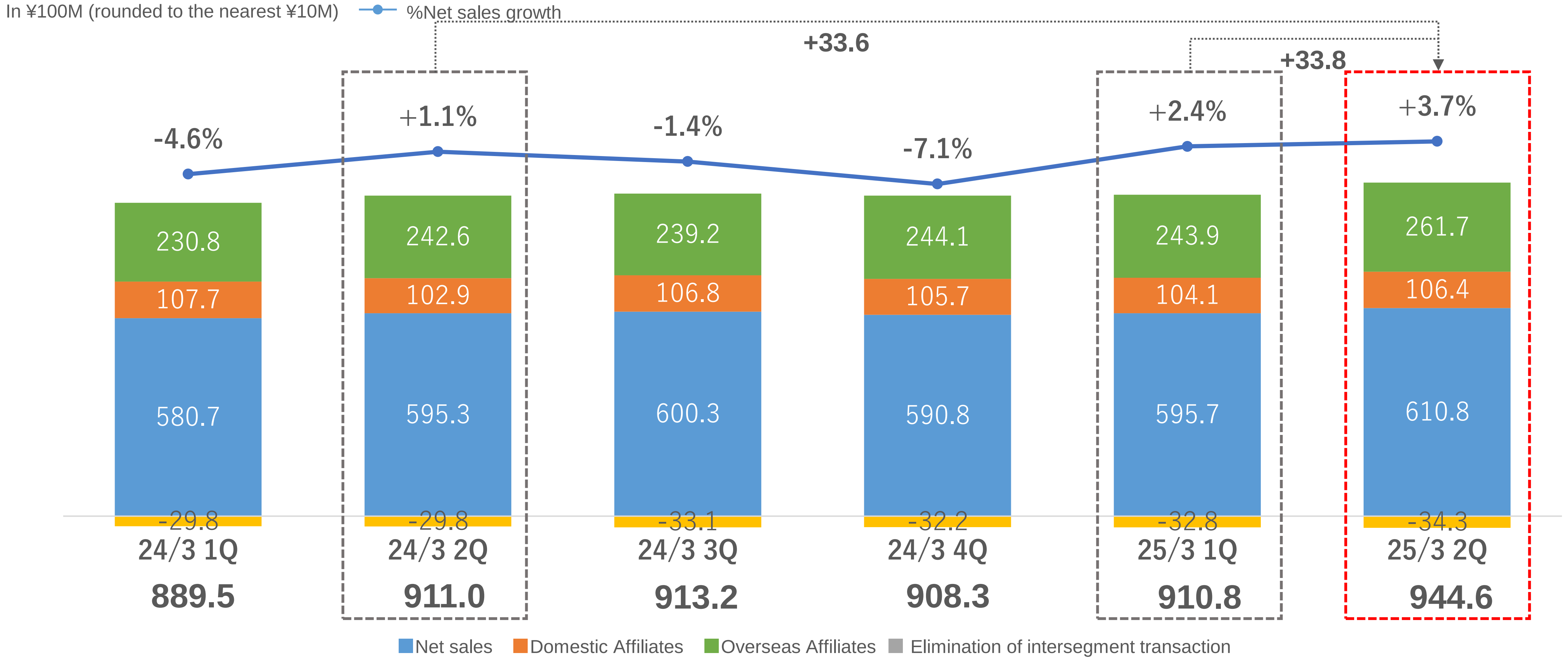


*The bar chart above only shows the effects of changes in foreign currency exchange rates of overseas subsidiaries that have a major impact on the Company’s consolidated financial results when translating their financial statements into the reporting currency to produce consolidated financial statements. The effects of exchange rates have little impact on the consolidated operating profit.

Consolidated Net Sales Analysis (Quarterly)

- **YoY/QoQ: All segments achieved growth, up ¥3,360M YoY and ¥3,380M QoQ.**

Quarterly net sales trend by segment



Reference: Service portfolio

CX Services
(Approx. 70% of consolidated net sales)

Front-office services: Integrated services covering all digital customer touchpoints across the customer journey from marketing to customer care

Japan	**Digital contact center** Customer support
	Digital integration Website & app development, improvement and operations services Social platform operations including LINE apps
	Digital promotion Internet ads services
	E-commerce one-stop E-commerce site development & operations, and fulfillment services

Overseas
(mainly contact center and e-commerce)

South Korea, China, ASEAN and Europe and the U.S.

BPO Services
(Approx. 30% of consolidated net sales)

Back-office services: Cross-industry back-office (e.g. Accounting, HR, IT) as well as industry-specific BPO outsourcing services

Japan	**Cross-industry digital BPO** Accounting, HR, procurement & purchasing, order management, sales admin and IT system operations & maintenance
	Industry specific digital BPO Services to support systems and operations for the manufacturing and construction industries

Overseas

South Korea, China, ASEAN and Europe and the U.S.

Consolidated Net Sales Analysis (CX Services)

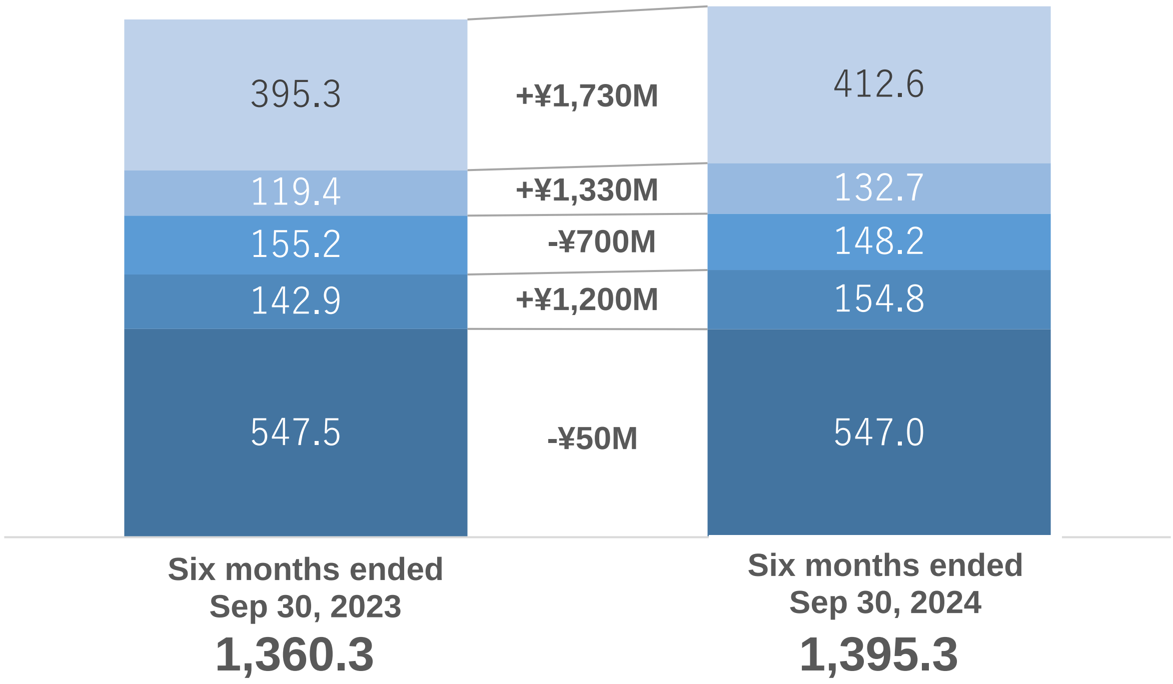
*Net sales for each service are calculated based on the sales mix used for management accounting, and are not adjusted for intersegment transactions.

- Six month: Up ¥3,500M YoY. Digital integration services, staffing subsidiaries and overseas (South Korea and ASEAN) grew sales.
- Q2: Up ¥2,550M YoY for the same reasons as the six-month results. Up ¥2,950M QoQ. Digital contact centers and overseas (China and South Korea) grew sales.

YoY net sales by service (six month)

In ¥100M (rounded to the nearest ¥10M)

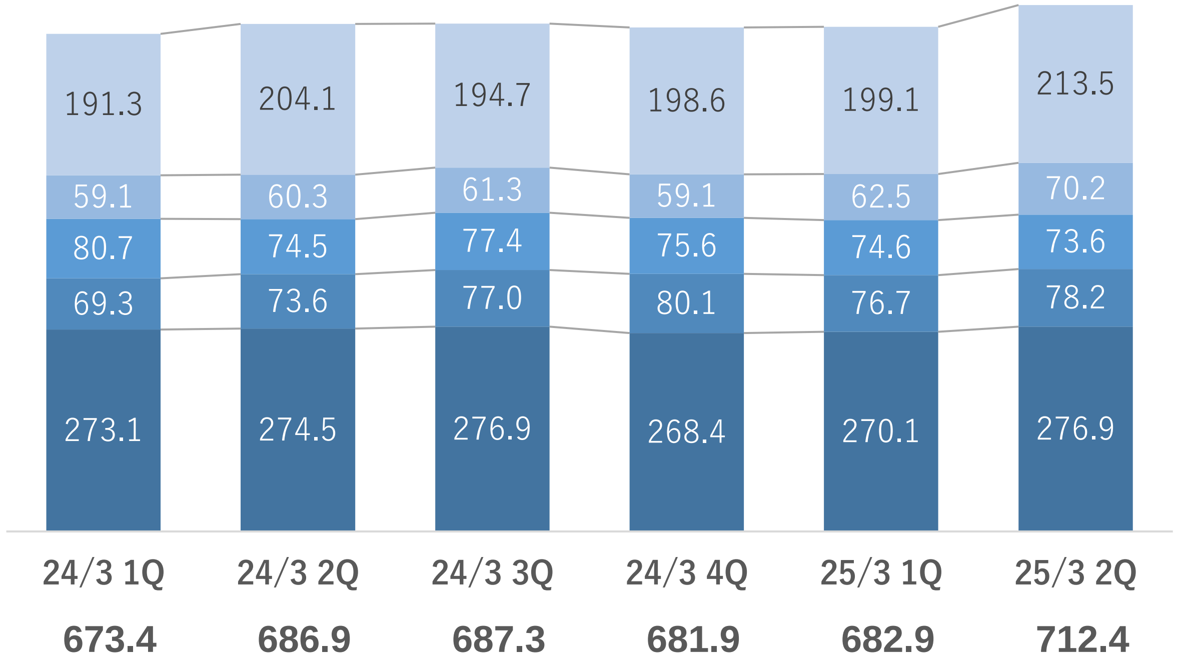
Six month: YoY +¥3,500M



Quarterly net sales by service

In ¥100M (rounded to the nearest ¥10M)

2Q: YoY +¥2,550M QoQ +¥2,950M



■ Digital contact center ■ Digital integration ■ Digital promotion ■ E-commerce One-stop/Domestic Subsidiaries ■ Overseas

Consolidated Net Sales Analysis (BPO Services)

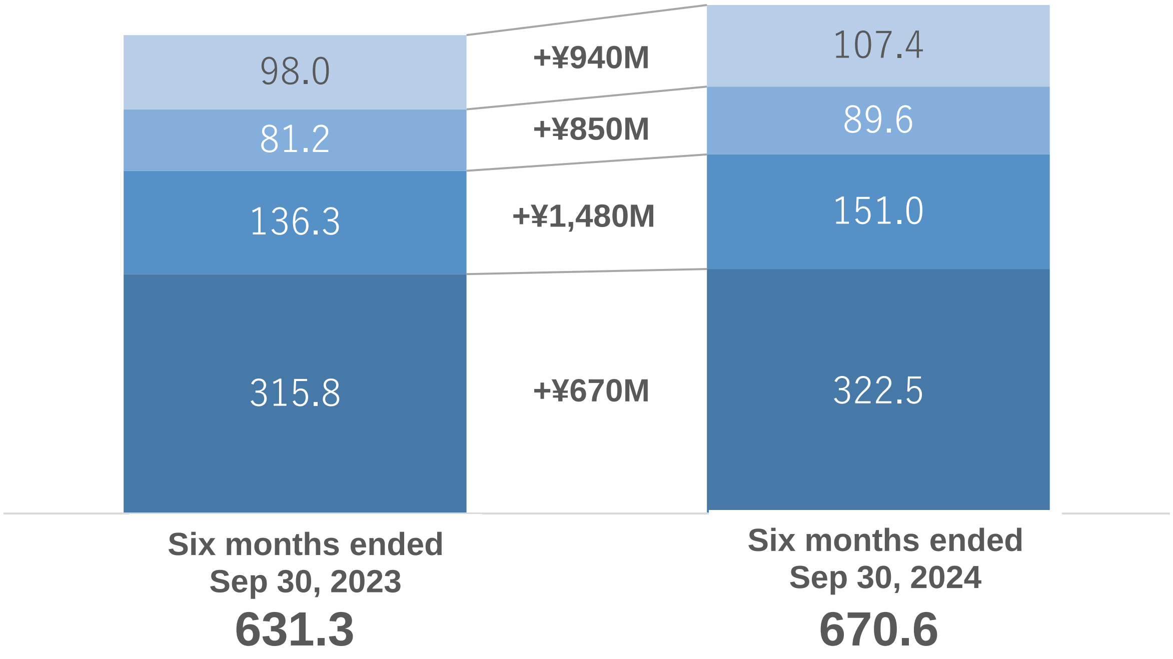
*Net sales for each service are calculated based on the sales mix used for management accounting, and are not adjusted for intersegment transactions.

- **Six month: Up ¥3,930M YoY. Industry specific digital BPO services, in particular for the construction industry, saw significant growth. Overall business achieved growth.**
- **Q2: Up ¥2,280M YoY for the same reasons as the six-month results. Up ¥850M QoQ. Cross-industry digital BPO services, in particular corporate back-office services, as well as overseas (China) grew sales.**

YoY net sales by service (six month)

In ¥100M (rounded to the nearest ¥10M)

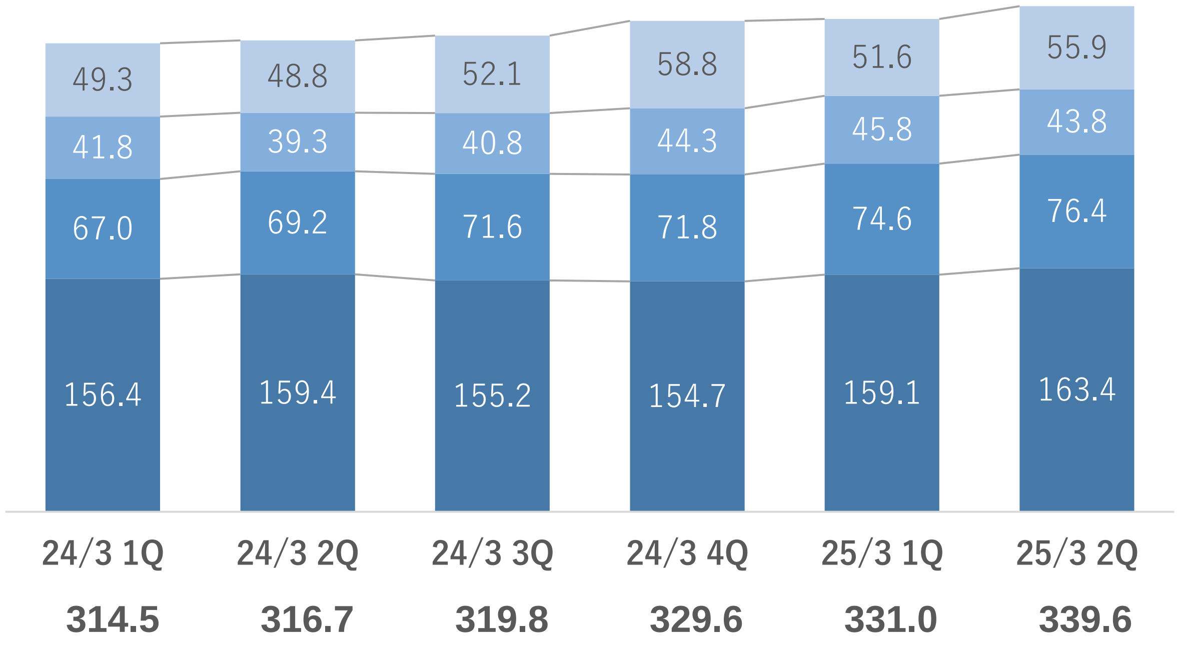
Six month: YoY +¥3,930M



Quarterly net sales by service

In ¥100M (rounded to the nearest ¥10M)

Q2: YoY +¥2,280M QoQ +¥850M



■Cross-industry digital BPO ■Industry specific digital BPO ■Subsidiaries ■Overseas

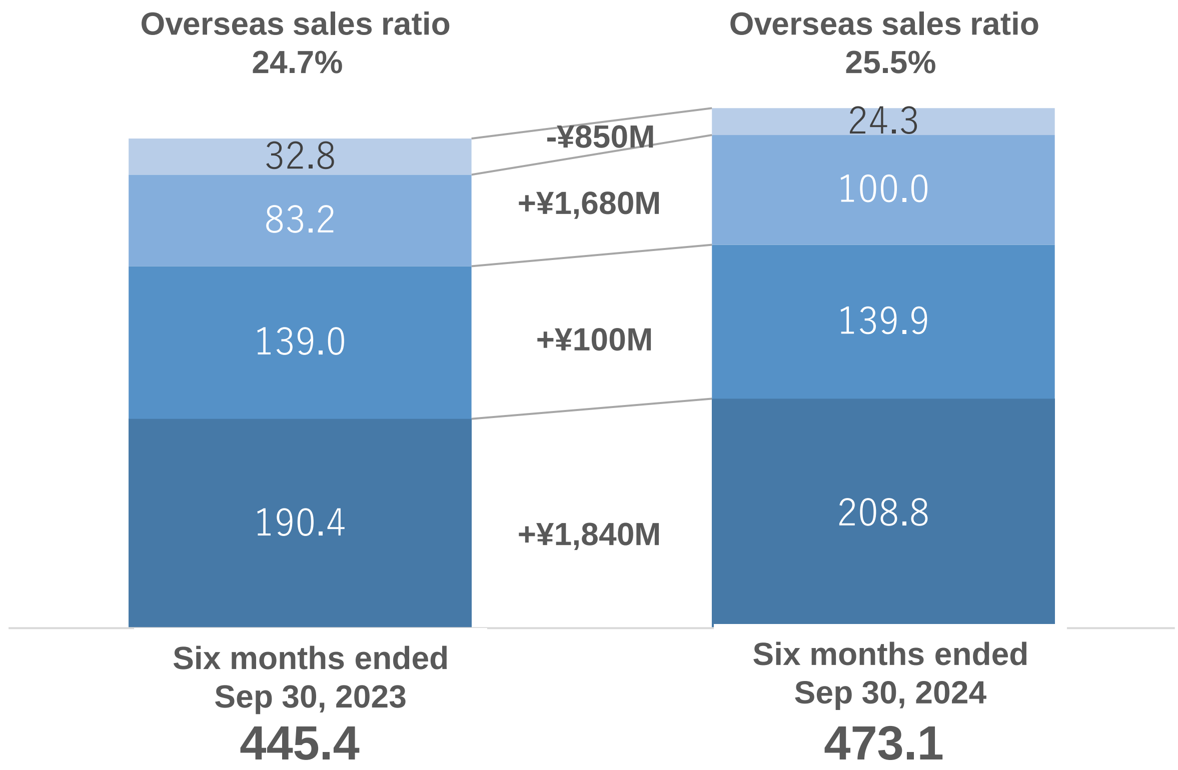
*Overseas sales are categorized by country or region based on clients' location, therefore, figures are different from the Overseas Affiliates segment.

Consolidated Net Sales Analysis (Overseas Geographic Market)

- **South Korea: UP ¥1,840M YoY due to sales growth in CX services. On a quarterly basis, net sales up ¥1,350M YoY and up ¥510M QoQ.**
- **China: Up ¥100M YoY despite the drop in e-commerce business due to higher sales in digital contact center services and the effects of foreign exchange rates. On a quarterly basis, down ¥60M YoY and up ¥990M QoQ.**
- **ASEAN: Up ¥1,680M YoY due to sales growth in CX services. On a quarterly basis, up ¥760M YoY and ¥110M QoQ.**

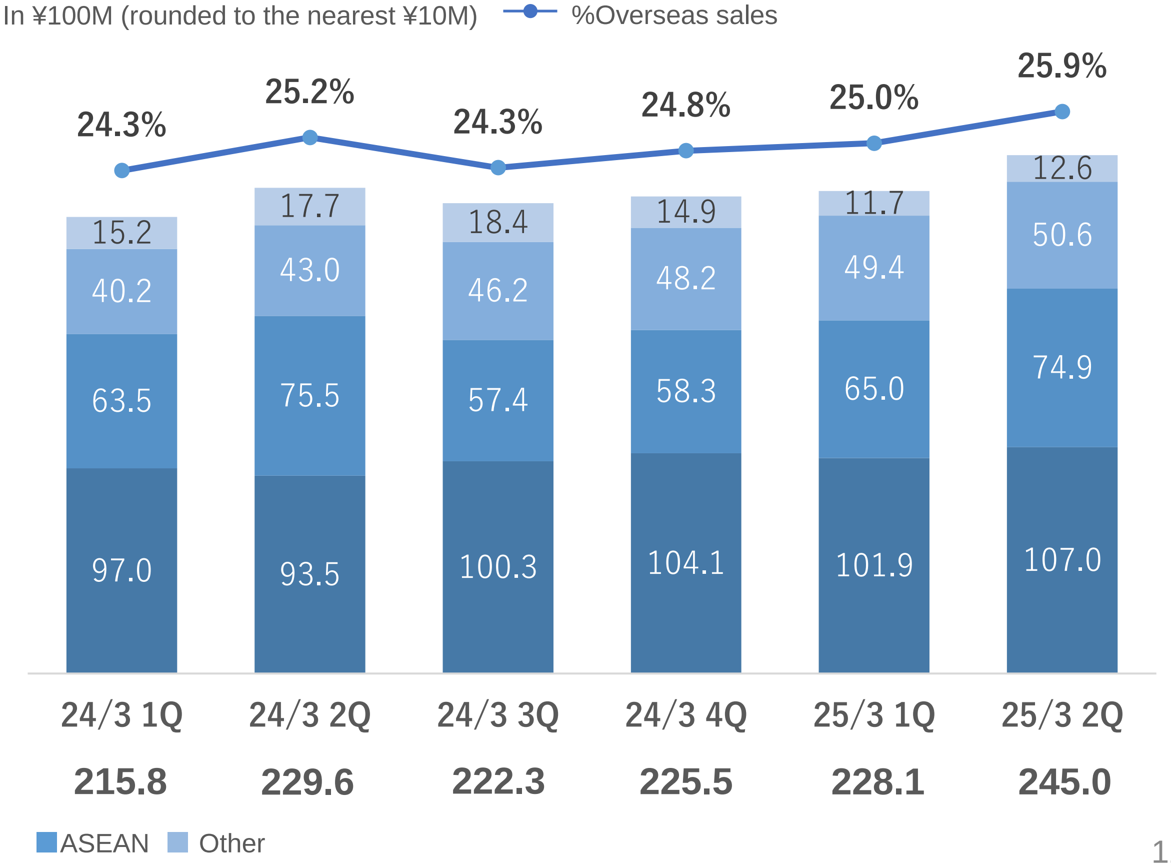
YoY net sales by overseas geographic market (six month)

In ¥100M (rounded to the nearest ¥10M)



Quarterly net sales by overseas geographic market

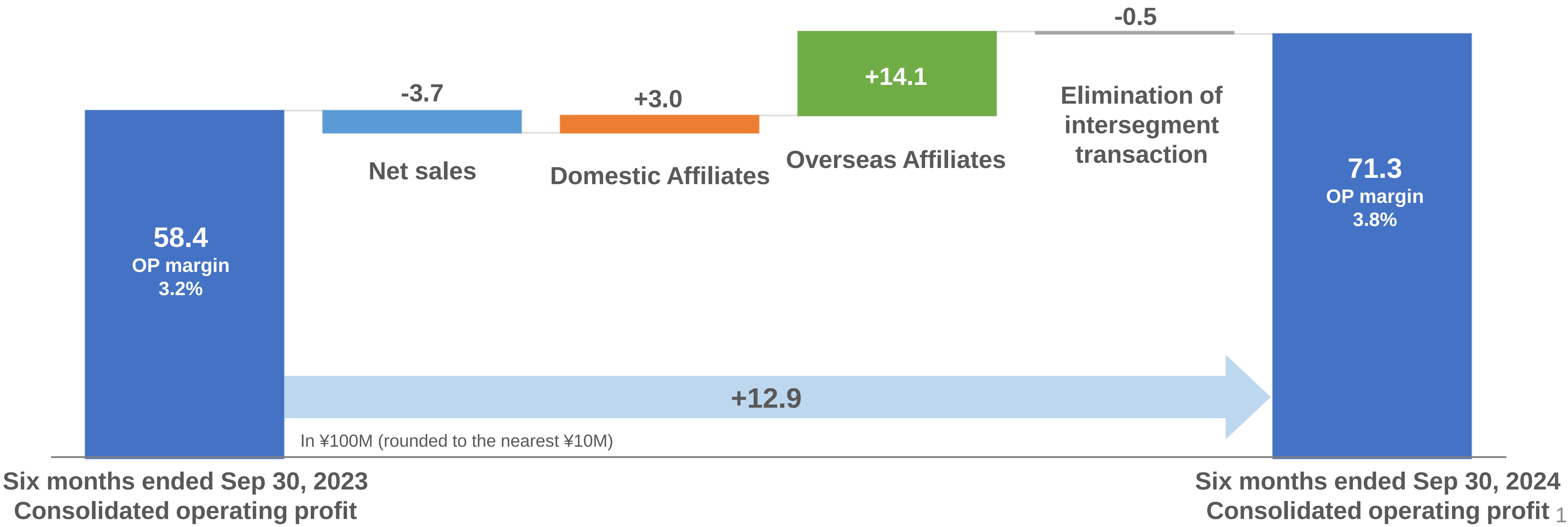
In ¥100M (rounded to the nearest ¥10M)



Consolidated Operating Profit Analysis

- **Operating profit up ¥1,290M (+22.1%)**

Parent Company	**Down due to higher SG&A expenses. Gross profit remained on an upward trend.**
Domestic Affiliates	**Returned to growth due to higher profits posted by listed subsidiaries and their group companies.**
Overseas Affiliates	**Up due to higher profitability in subsidiaries in South Korea and China as a result of cost optimization efforts, as well as increased profits in ASEAN subsidiaries.**

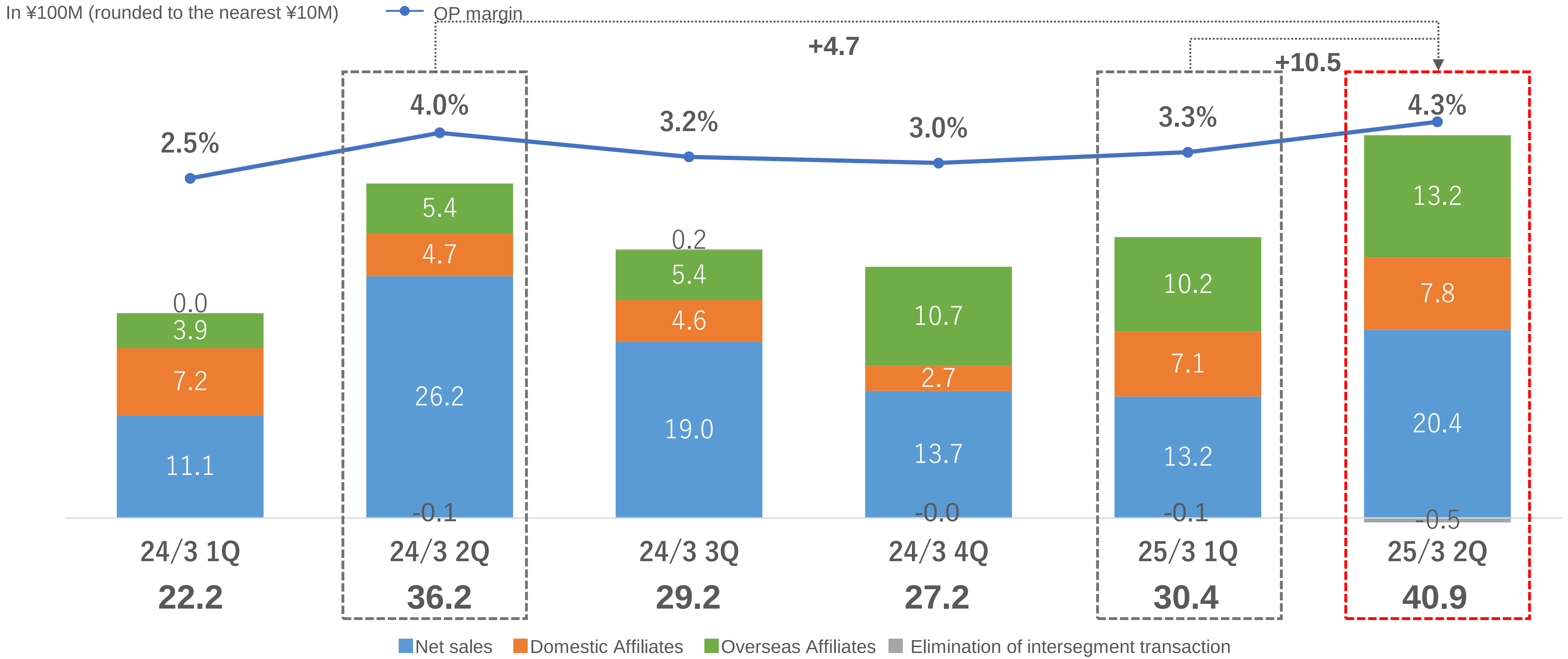


In ¥100M (rounded to the nearest ¥10M)

Consolidated Operating Profit Analysis (Quarterly)

- **YoY: Up ¥470M due to higher operating profit in Domestic and Overseas Affiliates segments. OP margin up 0.3 points.**
- **QoQ: Up ¥1,050M due to higher operating profits in all segments. OP margin up 1.0 points.**

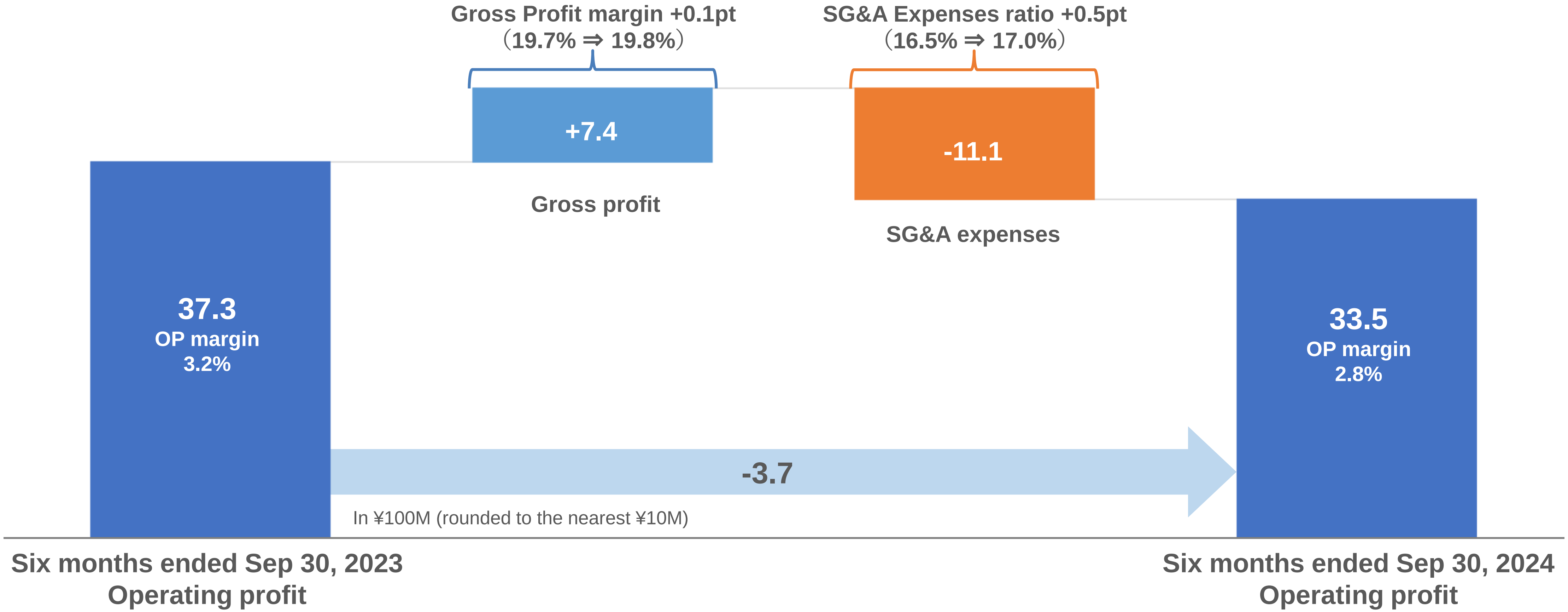
Quarterly operating profit trend by segment



Parent Company Operating Profit Analysis

- Operating profit down ¥370M (-10.0%)

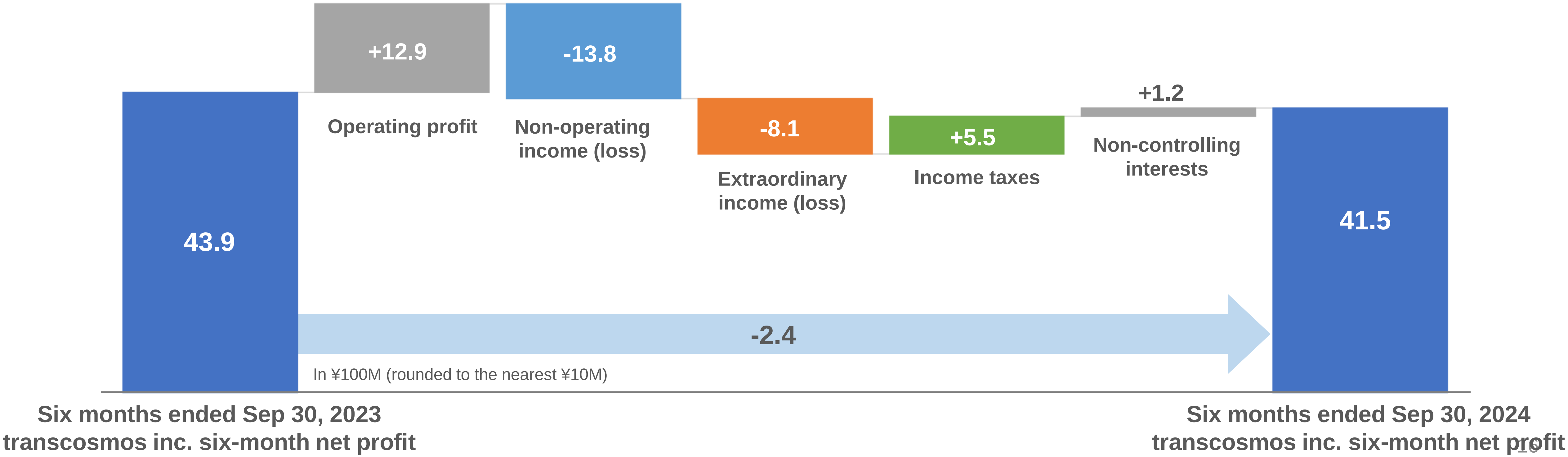
Gross profit	Up ¥740M due to higher gross profit margin, resulting from progress in price negotiations and a higher utilization rate in addition to sales growth. Gross profit margin up 0.1 points.
SG&A expenses	Up ¥1,110M and SG&A ratio up 0.5 points. Main factors are 1) expenses related to information systems and digital talent development to strengthen the management base, 2) upfront investment for business growth including global expansion and AI utilization, and 3) increase in personnel expenses due to base pay raises.



transcosmos inc. Six-month Net Profit Analysis

- transcosmos inc. six-month net profit down ¥240M (-5.4%)

Non-operating income (loss)	Down ¥1,380M mainly due to the posting of foreign exchange losses (posted foreign exchange gains in the same period last year).
Extraordinary income (loss)	Down ¥810M mainly due to an increase in loss on valuation of securities and the posting of loss on valuation of shares of subsidiaries and associates.
Income taxes	Down ¥550M due to a decrease in profit before income taxes.



Consolidated Balance Sheet Summary

- Current assets: Notes and accounts receivable - trade, and contract assets increased.
- Non-current assets: Investment securities decreased.
- Liabilities: The Company’s long-term borrowings decreased. Accrued expenses decreased.
- Net assets: Foreign currency translation adjustment increased.

In ¥100M (rounded to the nearest ¥10M)	End of Mar. 2024	End of Sep. 2024	Change
Current assets	1,447.9	1,452.3	+4.4
Non-current assets	546.6	544.9	-1.7
Total assets	1,994.5	1,997.2	+2.7
Current liabilities	630.1	600.8	-29.3
Non-current liabilities	183.7	164.7	-19.0
Total liabilities	813.8	765.5	-48.3
Net assets	1,180.7	1,231.7	+51.1
Total liabilities & net assets	1,994.5	1,997.2	+2.7
Cash and deposits	648.4	615.9	-32.6
Interest-bearing liabilities	186.4	166.3	-20.1
Net cash*	462.1	449.6	-12.5
Net cash* to monthly sales ratio	1.5	1.5	-0.1

- Cash and deposits -32.6
- Notes and accounts receivables +12.4

- Investment securities -8.9
- Shares of subsidiaries and associates +8.5

- Accrued expenses -17.1
- Accrued consumption taxes-9.6

- Long-term loans payable -20.3

- Foreign currency translation adjustment +39.9

*Net cash = Cash and deposits – interest-bearing liabilities

Consolidated Cash Flow Statement

- **Operating cash flow: Collection of trade receivables decreased YoY (decrease in trade receivables). Accrued expenses decreased.**
- **Investing cash flow: Proceeds from refund of guarantee deposits increased.**
- **Financing cash flow: Proceeds from long-term borrowings recorded in the same period last year decreased.**

In ¥100M (rounded to the nearest ¥10M)	Six months ended Sep 30, 2023	Six months ended Sep 30, 2024	Change
Cash flows from operating activities	113.4	30.8	-82.6
Cash flows from investing activities	-23.6	-18.8	4.8
Cash flows from financing activities	-10.1	-55.7	-45.6
Balance of cash and cash equivalents	583.0	613.5	30.5
Free cash flow *	89.9	12.0	-77.8

*Free cash flow = Cash flows from operating activities + Cash flows from investing activities.

CAPEX, Amortization/Depreciation, Employees, Service Bases

Capital expenditures/Depreciation expenses

In ¥100M (rounded to the nearest ¥10M)	Six months ended Sep 30, 2023	Six months ended Sep 30, 2024	%Change
Capital expenditures	17.4	19.2	10.2%
Depreciation expenses	27.3	28.4	4.3%

- CAPEX

Capital expenditures increased in the Parent Company.

- Depreciation

Depreciation expenses increased mainly due to the Parent Company's center openings in the previous fiscal year.

Number of Employees

	End of Mar. 2024	End of Sep. 2024	Change
Consolidated basis	40,793	40,813	+20
(Temporary employees)	28,971	28,861	-110
Parent Company	17,325	17,965	+640
(Temporary employees)	21,626	20,916	-710

- Consolidated basis

Employees increased in Parent Company and Domestic Affiliates, and decreased in Overseas due to completion of some projects. Temporary employees decreased in Parent Company and Domestic Affiliates, and increased in ASEAN.

- Parent Company

Employees increased due to new graduate hires. Temporary employees decreased due to COVID project completions.

Service Bases

	End of Mar. 2024	End of Sep. 2024	Change
Service bases	180	183	+3
(Japan)	71	71	0
(Overseas)	109	112	+3

- Overseas

Opened new operations center in China, South Korea, and Indonesia.

*Service bases included the Company's own bases, head offices, branches, sales offices and bases of subsidiaries, associates, and partners.

1 **FY2025/3 Six-month Performance**

2 **Priorities & Progress**

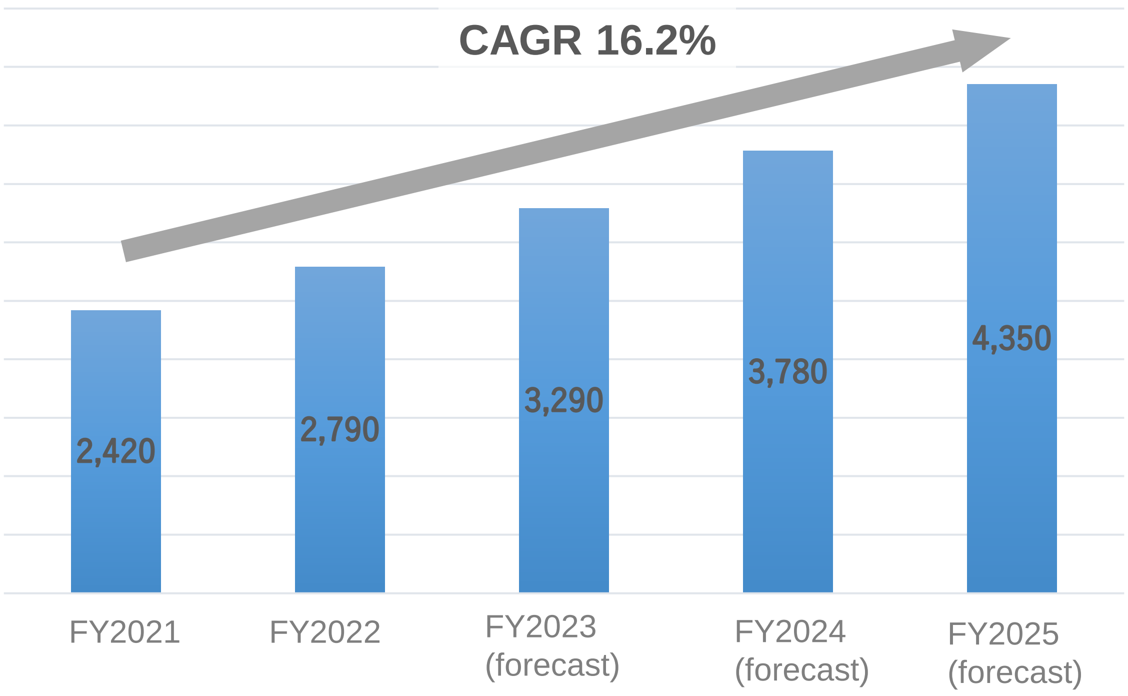
- 2-1 **CX Services**
- 2-2 BPO Services
- 2-3 Overseas
- 2-4 AI utilization/Digital talent development

Digital integration grew as consumers shift to self-service options

- **The web solutions market is expected to grow significantly as customer support shifts to self-service options.**

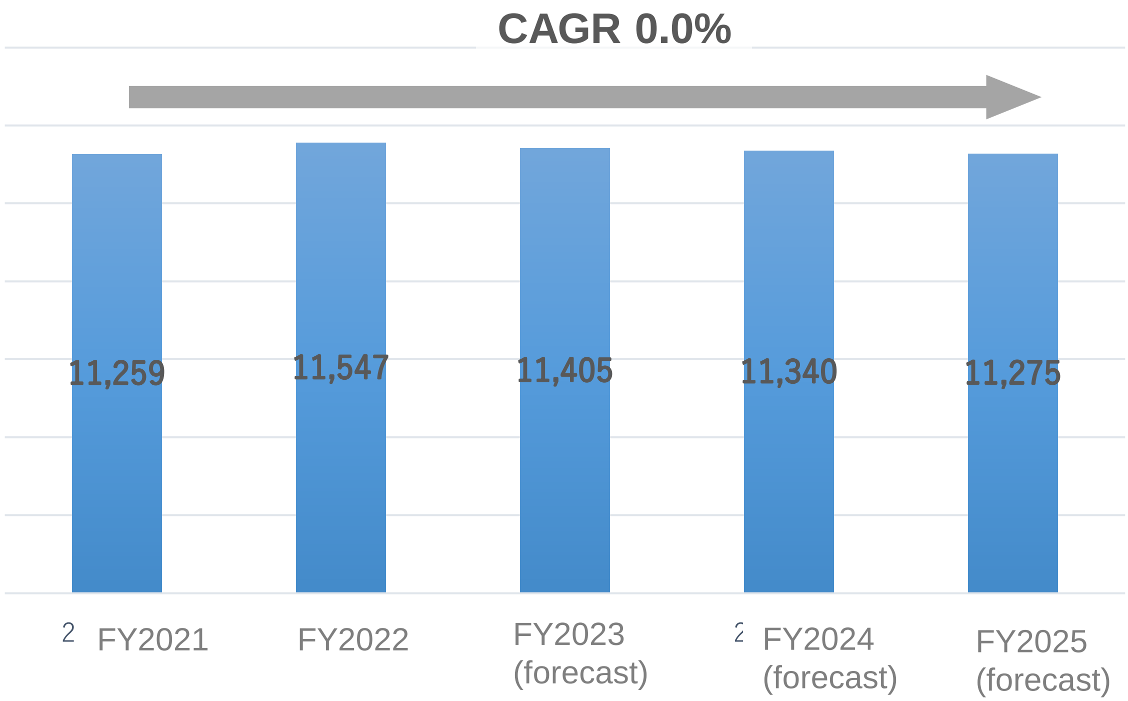
Web solutions market*1

(in ¥1M)



Call center market*2

(in ¥1M)



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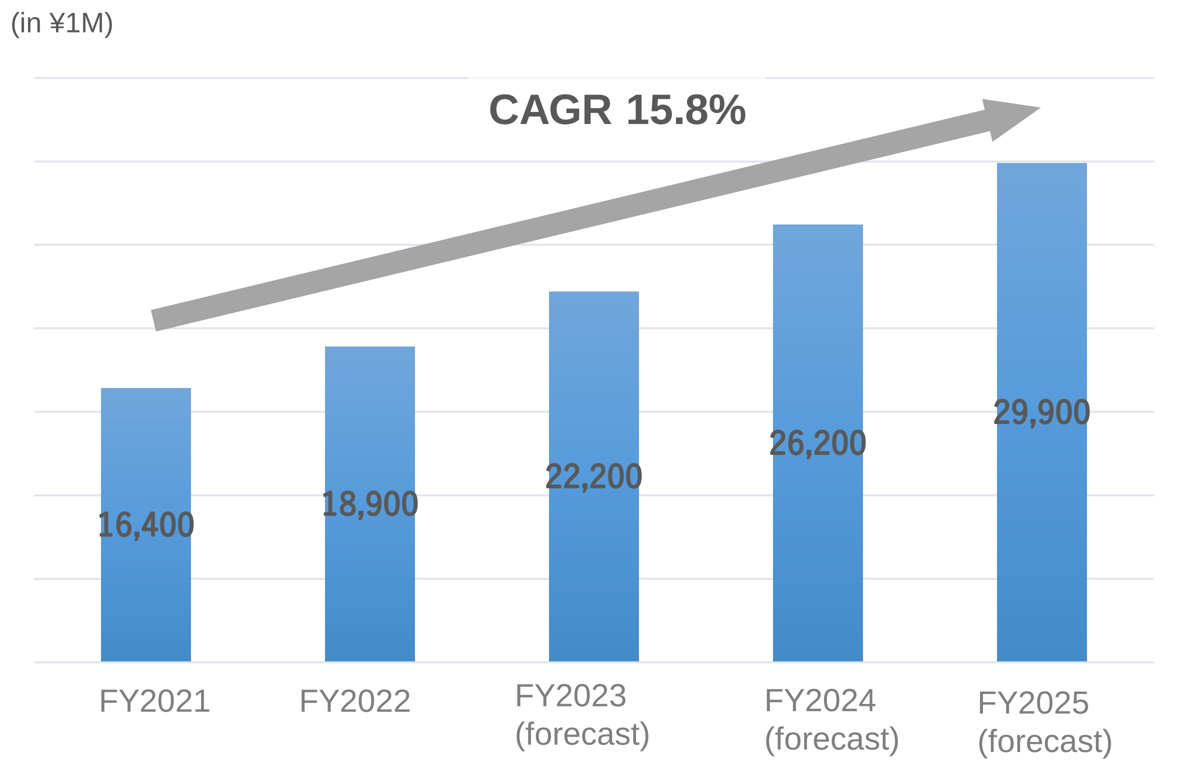
*1 Source: tanscosmos data based on Online advertising & Web solution markets 2023, Deloitte Tohmatsu MIC Research Institute Co., Ltd. (English translation not available)

*2 Source: transcosmos data based Call Center Service & Contact Center Solution Market in Japan: Key Research Findings 2023 (December 14, 2023), Yano Research Institute Ltd.

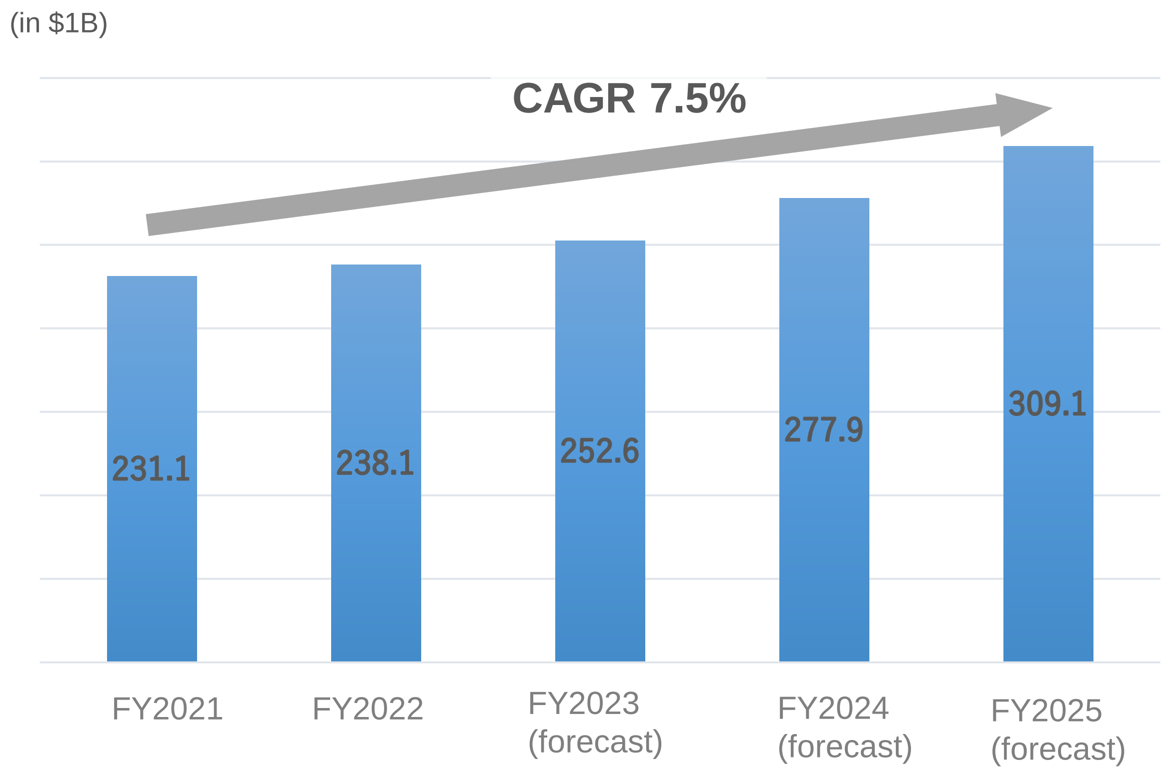
Markets related to digital promotion and e-commerce one-stop services also grew

- The online advertising market is expected to achieve strong growth underpinned by growing demand for technology and data-powered marketing.
- The B2C e-commerce market also shows high growth potential led by online marketplaces.

Online advertising market[*1]



B2C e-commerce market[*2]



*1 Source: tanscosmos data based on Online advertising & Web solution markets 2023, Deloitte Tohmatsu MIC Research Institute Co., Ltd. (English translation not available)

*2 Sorce: transcosmos data based on “The global e-commerce handbook 2024” by transcosmos inc. (published by Impress Corporation, 2024) (English translation not available)

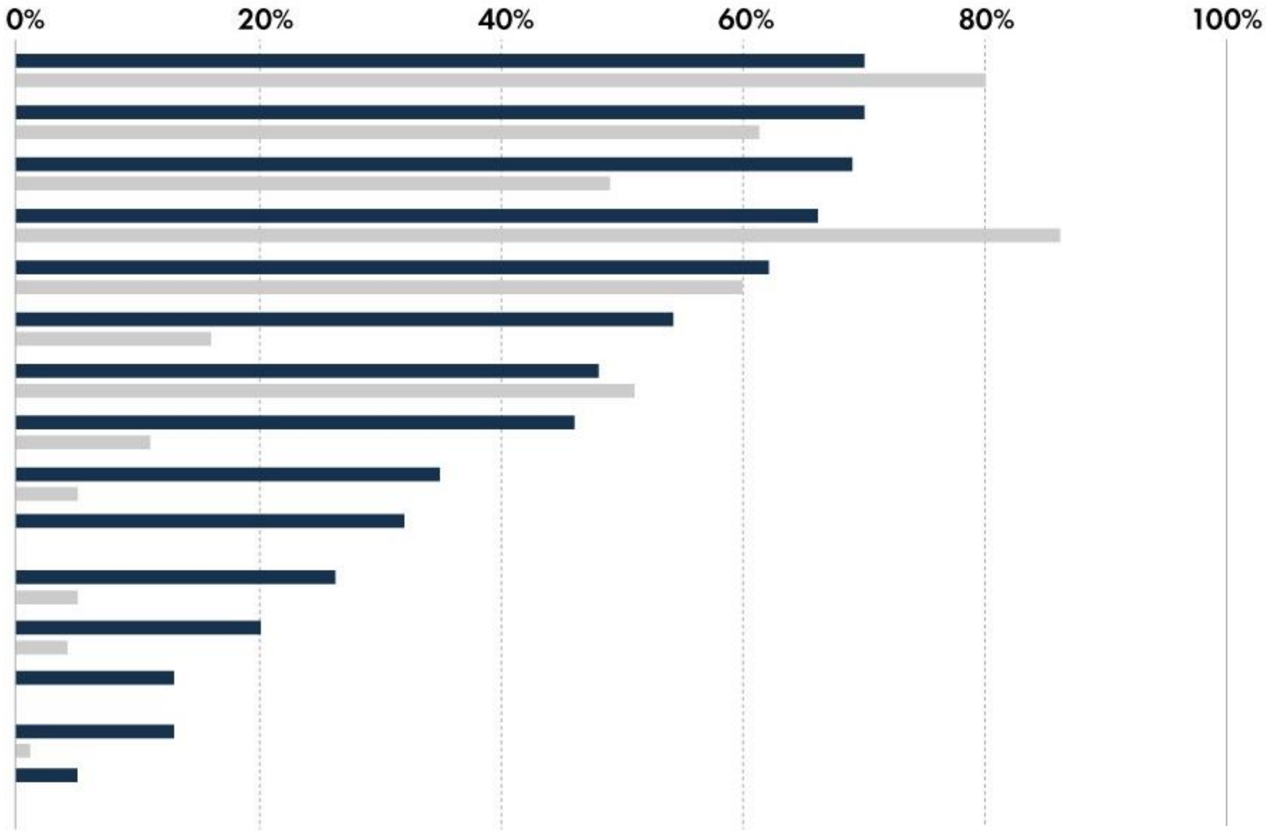
Changing consumer behavior

- **Text-based communication is growing including social media, LINE, and chat.**

Usage rate trend by channel

■ 2023年(n=3,000)
■ 2016年(n=3,093)

	2023年	2016年	Change
Official website (PC)	70%	80%	↘ -9pt
Stores	70%	61%	↗ 9pt
Official website (smartphone)	69%	49%	↗ 19pt
Phone calls	66%	86%	↓ -20pt
Bulletin/blog/review	62%	60%	→ 2pt
Official apps	54%	16%	↑ 38pt
Email	48%	51%	→ -3pt
Official social media	46%	11%	↑ 34pt
LINE and other messaging tools	35%	5%	↑ 30pt
Sales reps/Advisors	32%	N/A	-
Chat	26%	5%	↑ 21pt
Short message	20%	4%	↗ 16pt
AI auto voice response	13%	N/A	-
Video calls	13%	1%	↗ 12pt
Metaverse	5%	16年無し	-



*Rounded off to the nearest whole number.

*Source: Consumer to Business Communications Trend Survey 2023-2024 by transcosmos inc.

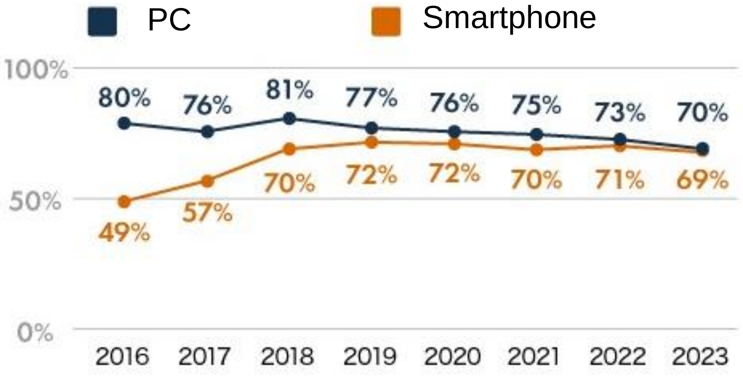
Changing consumer behavior

- **Both brand official websites and store visit rates remain solid. Use of phones is down for seven consecutive years.**

Brand official websites

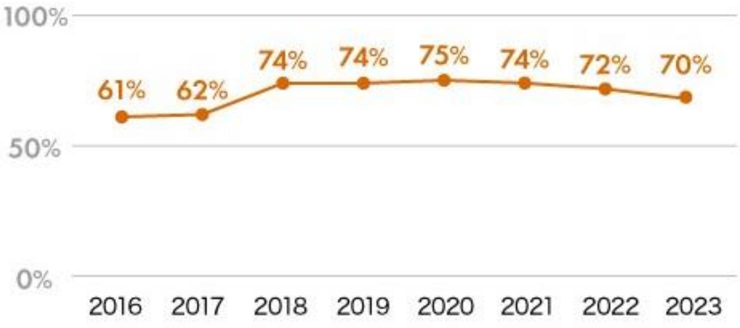
(including PC/smartphone)

Almost no gap between PC and smartphone.



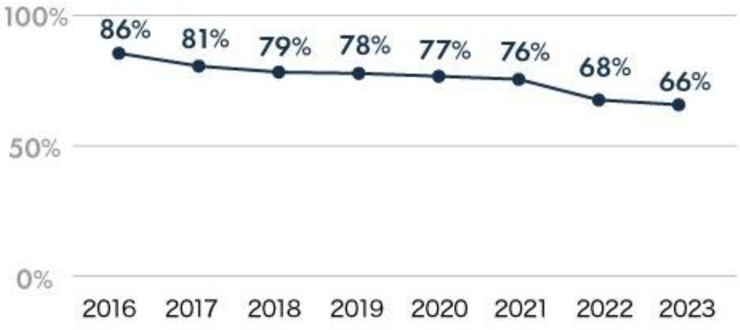
Retail stores

Preference for in-store shopping remains strong at around 70%. Consumers use both online/offline.



Phone calls

Although phone users continue to decrease, 2 in 3 still use phone calls.

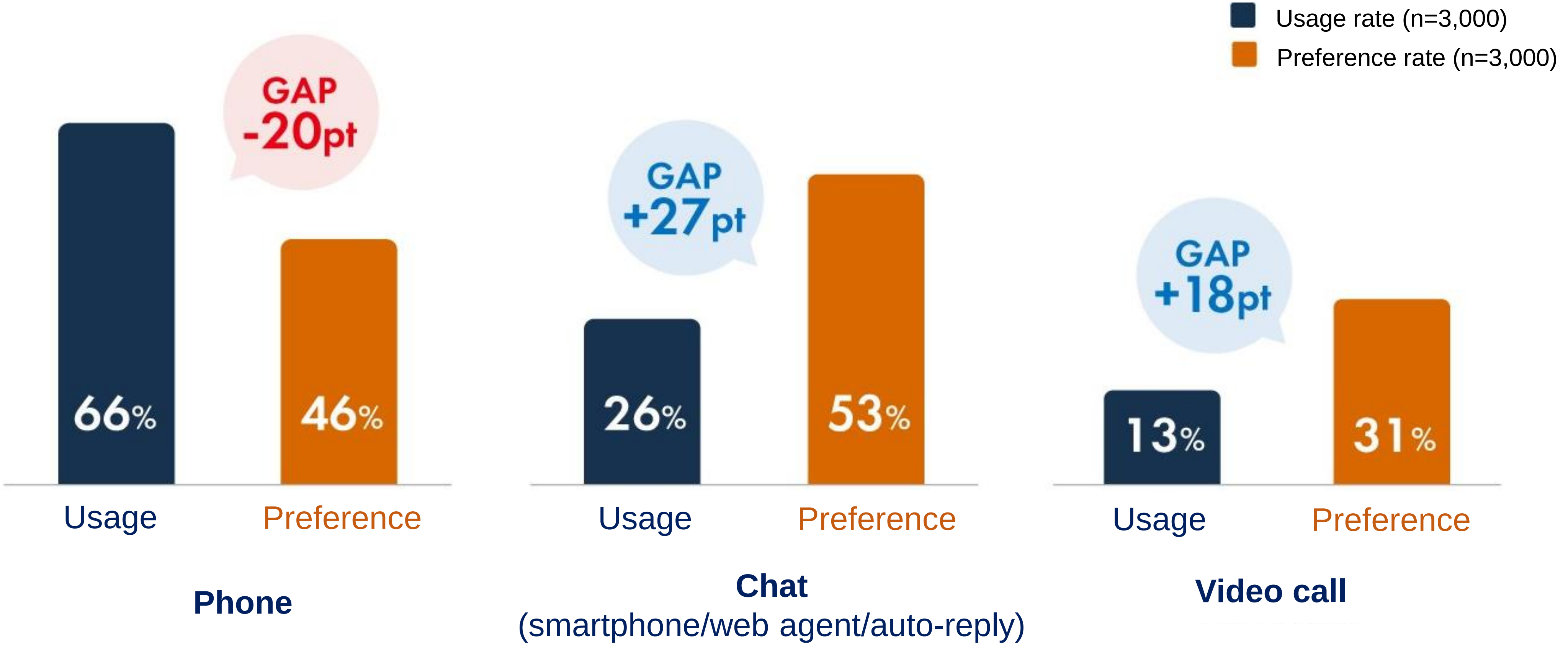


*Source: Consumer to Business Communications Trend Survey 2023-2024 by transcosmos inc.

Changing consumer behavior

- **Many consumers use phones against their preference. Businesses must prepare to meet the needs for chat.**

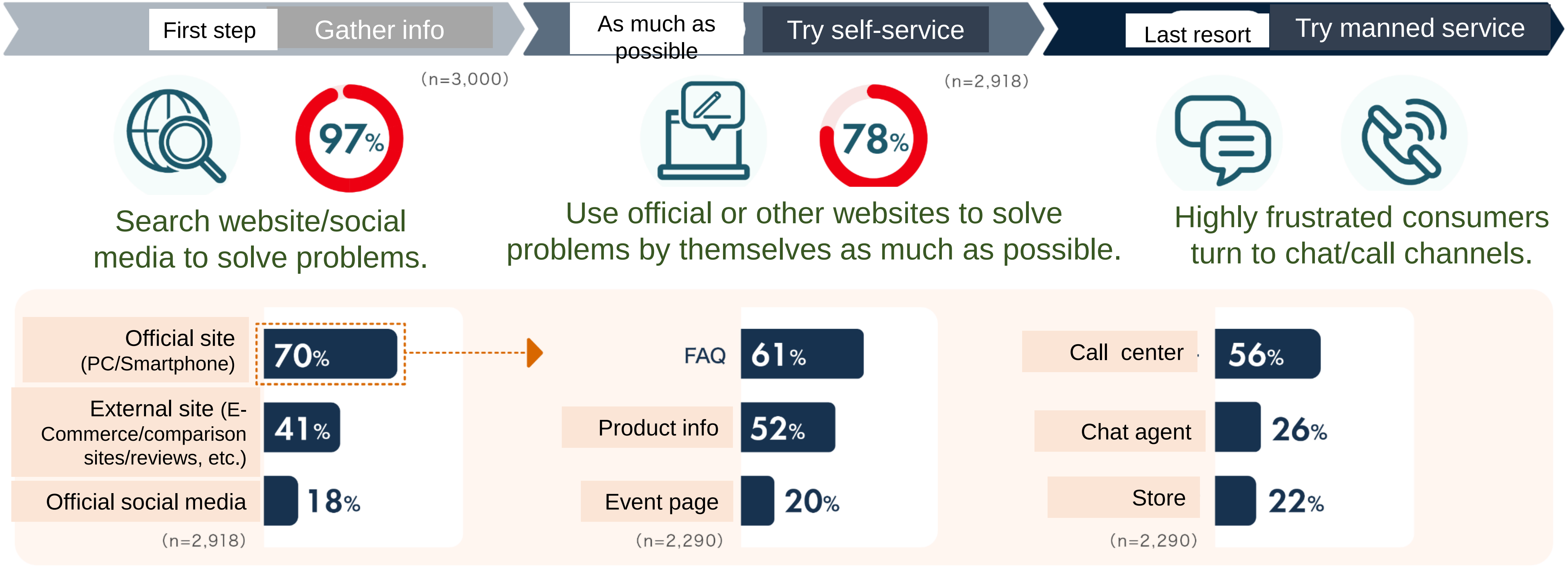
Gap between actual use and preference



*Source: Consumer to Business Communications Trend Survey 2023-2024 by transcosmos inc.

Channel usage in a problem-solving process: Evolution of self-service

- **97% of consumers first use web search to solve their problems, of which 78% try to self-solve problems on brand official sites, etc.**
- **Failed, frustrated consumers turn to manned services such as call centers and agent chat.**



First step | Gather info

(n=3,000)

97%

Search website/social media to solve problems.

Official site (PC/Smartphone)	70%
External site (E-Commerce/comparison sites/reviews, etc.)	41%
Official social media	18%

(n=2,918)

As much as possible | Try self-service

(n=2,918)

78%

Use official or other websites to solve problems by themselves as much as possible.

FAQ	61%
Product info	52%
Event page	20%

(n=2,290)

Last resort | Try manned service

Highly frustrated consumers turn to chat/call channels.

Call center	56%
Chat agent	26%
Store	22%

(n=2,290)

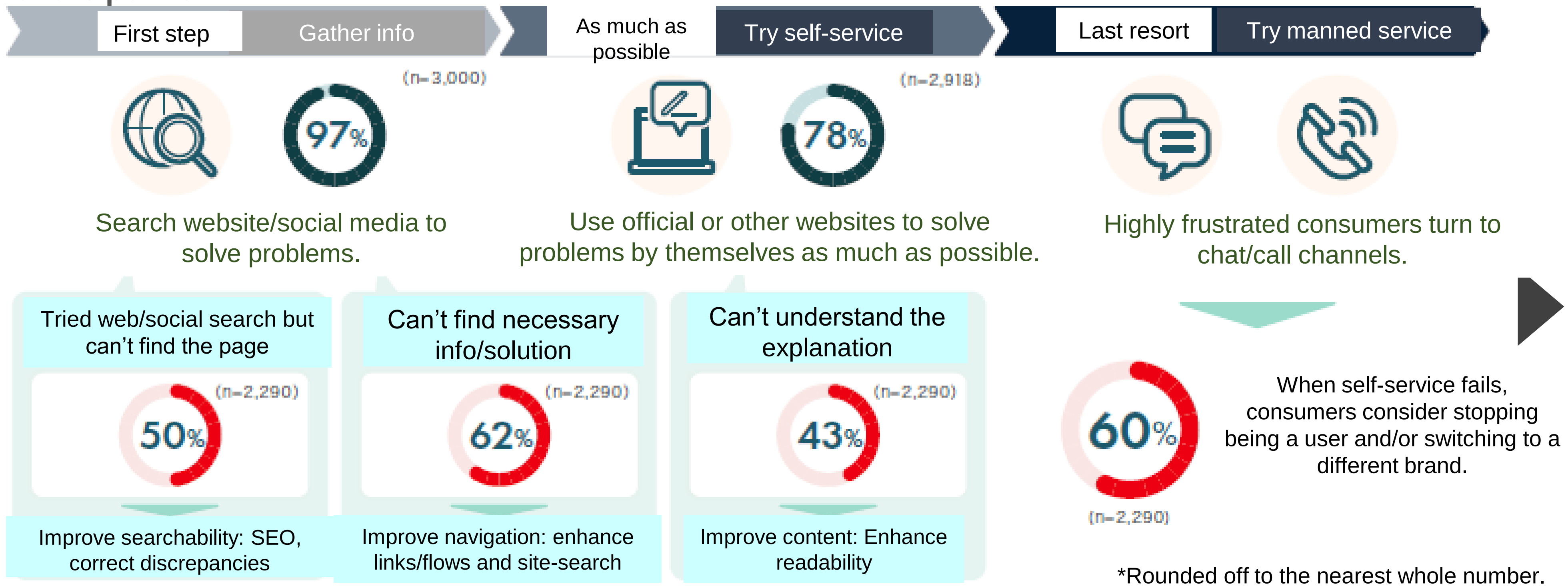
*Rounded off to the nearest whole number.

*Source: Consumer to Business Communications Trend Survey 2023-2024 by transcosmos inc.

Self-service failure points

- **Most self-service flaws relate to three failure points: Search performance, site navigation, and inadequate content. When self-service fails, 60% of consumers consider switching to a different brand.**
- **Brands must prepare easy-to-understand content for customers in addition to performing SEO, correcting discrepancies, and enhancing flows.**

Failure points



Search website/social media to solve problems.

Use official or other websites to solve problems by themselves as much as possible.

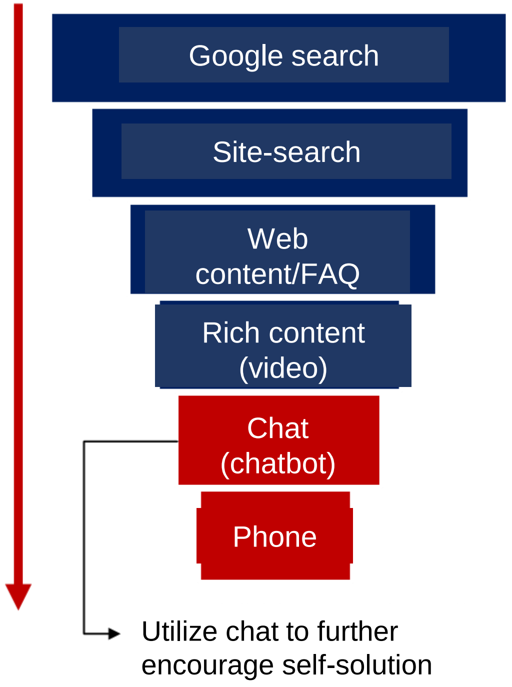
Highly frustrated consumers turn to chat/call channels.

Tried web/social search but can't find the page	Can't find necessary info/solution	Can't understand the explanation
50% (n=2,290)	62% (n=2,290)	43% (n=2,290)
Improve searchability: SEO, correct discrepancies	Improve navigation: enhance links/flows and site-search	Improve content: Enhance readability

When self-service fails, consumers consider stopping being a user and/or switching to a different brand.

*Rounded off to the nearest whole number.

Ideal path to a solution



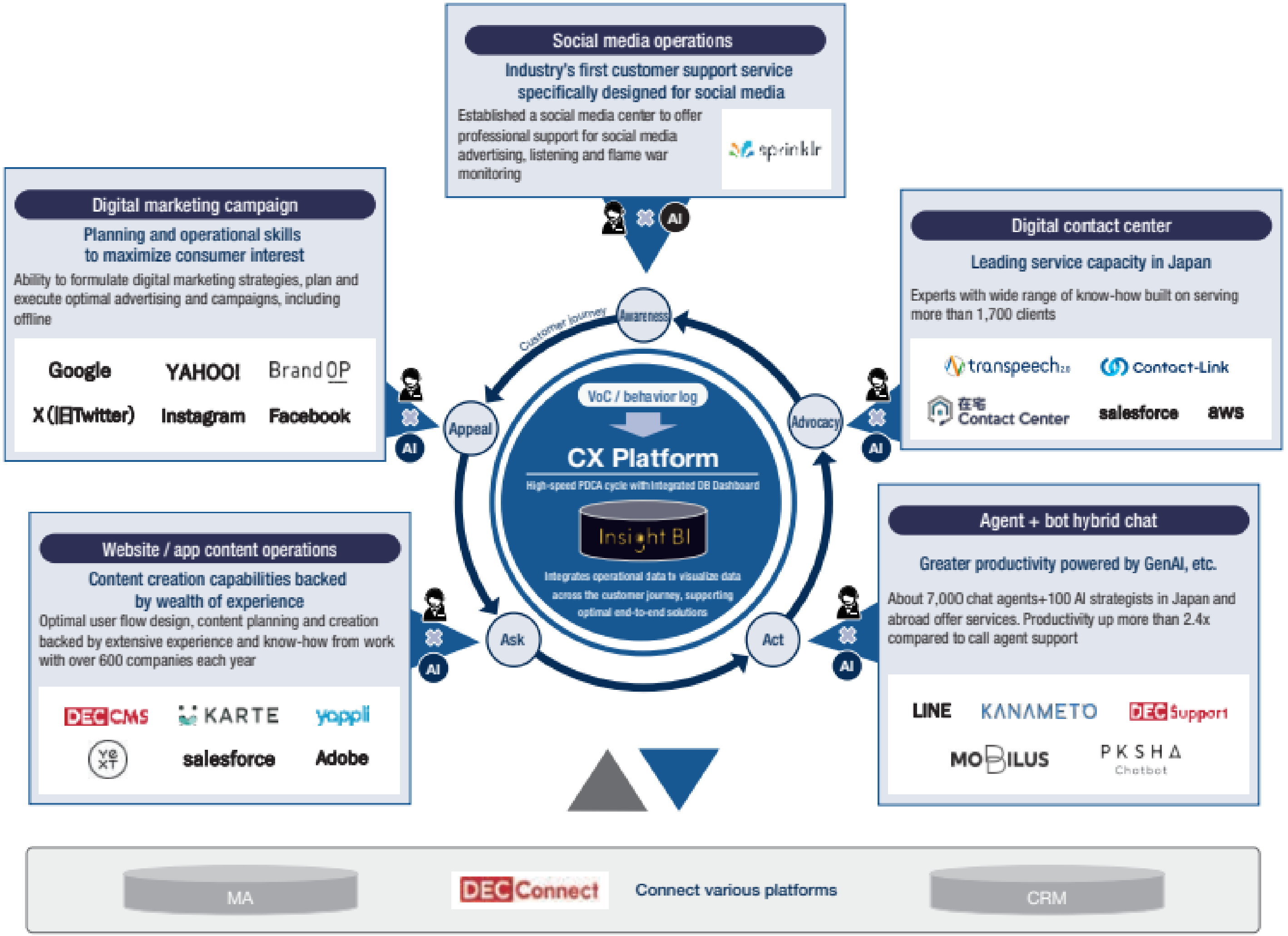
Utilize chat to further encourage self-solution

*Source: Consumer to Business Communications Trend Survey 2023-2024 by transcosmos inc.

trans-DX for Support: Encourage consumer self-service, enhance CX and reduce costs

- We have both call and web/chat channels. Making the most of this advantage, providing CX Services centered around trans-DX for Support, a platform that encourages the use of self-service options, enhances usability while reducing costs.

trans-DX for Support platform


Customer journey
Awareness
Appeal
Ask
Act
Advocacy
AI
VoC / behavior log
CX Platform
High-speed PDCA cycle with Integrated DB Dashboard
Insight BI
Integrates operational data to visualize data across the customer journey, supporting optimal end-to-end solutions
sprinklr
Google
YAHOO!
Brand OP
X (旧Twitter)
Instagram
Facebook
transpeech
Contact-Link
在宅 Contact Center
salesforce
aws
DECCMS
KARTE
yappli
YEXT
salesforce
Adobe
LINE
KANAMETO
DEC Support
MOBILUS
PKSHA Chatbot
MA
DEC Connect
CRM

Social media operations

Industry's first customer support service specifically designed for social media

Established a social media center to offer professional support for social media advertising, listening and flame war monitoring

Digital marketing campaign

Planning and operational skills to maximize consumer interest

Ability to formulate digital marketing strategies, plan and execute optimal advertising and campaigns, including offline

Digital contact center

Leading service capacity in Japan

Experts with wide range of know-how built on serving more than 1,700 clients

Website / app content operations

Content creation capabilities backed by wealth of experience

Optimal user flow design, content planning and creation backed by extensive experience and know-how from work with over 600 companies each year

Agent + bot hybrid chat

Greater productivity powered by GenAI, etc.

About 7,000 chat agents+100 AI strategists in Japan and abroad offer services. Productivity up more than 2.4x compared to call agent support

Connect various platforms

Patented technology powered by VoC data

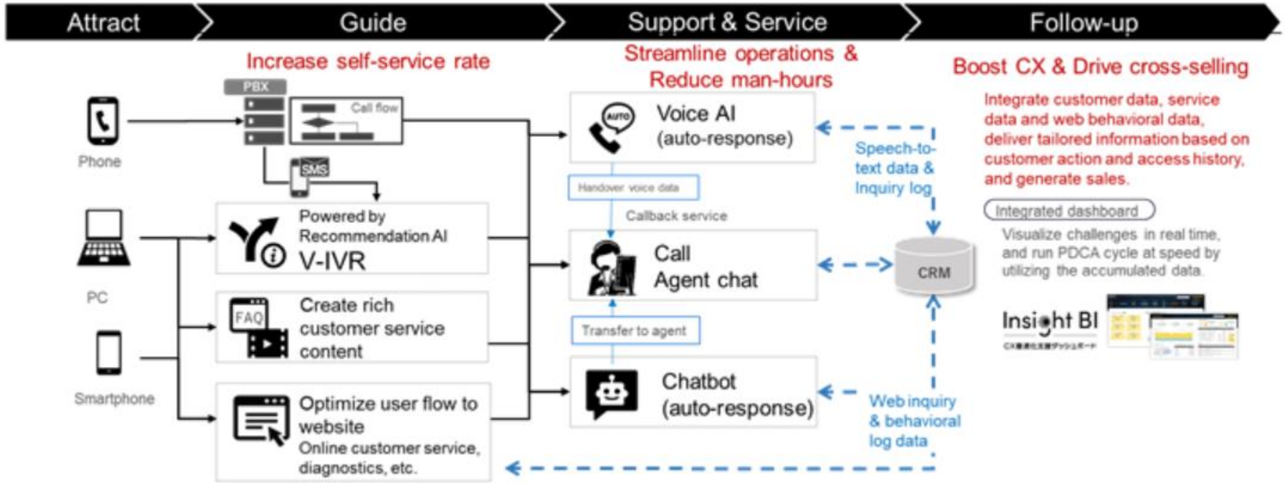
- Listening to the voice of the customer (VoC) directly communicated to clients as well as VoC on social media, trans-DX for Support doubles the self-service rate.
- Seamlessly connects hybrid customer service channel – a channel with x3 productivity compared to call channel – with call centers, the platform optimizes CX at every customer touchpoint.

[Patented] Internally developed trans-DX for Support, a digital platform that solves CX challenges at customer touchpoints
～Boost usability and business costs without trade-offs～

trans-DX for Support

Boost end-user usability and reduce business costs at the same time

70 companies have deployed trans-DX for support that includes web/app, hybrid chat, and call centers. We aim to deploy our comprehensive service package from web/app development to VoC utilization on social media to 100 companies by the end of the FY2024/3.


Attract
Guide
Support & Service
Follow-up
Increase self-service rate
Streamline operations & Reduce man-hours
Boost CX & Drive cross-selling
Phone
PC
Smartphone
PBX
Call flow
SMS
Powered by Recommendation AI
V-IVR
Create rich customer service content
FAQ
Optimize user flow to website
Online customer service, diagnostics, etc.
Voice AI (auto-response)
Handover voice data
Callback service
Call
Agent chat
Transfer to agent
Chatbot (auto-response)
Speech-to-text data & Inquiry log
CRM
Web inquiry & behavioral log data
Integrated dashboard
Insight BI

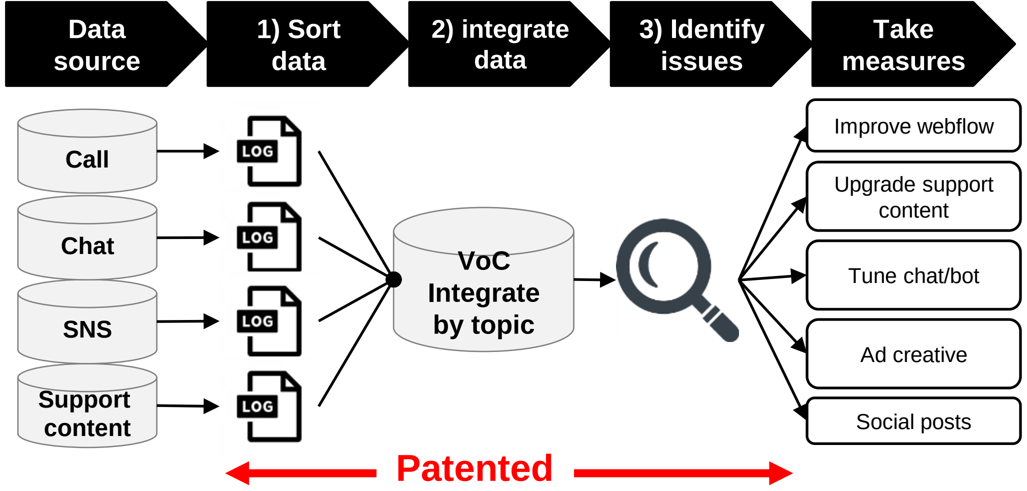
Integrate customer data, service data and web behavioral data, deliver tailored information based on customer action and access history, and generate sales.

Visualize challenges in real time, and run PDCA cycle at speed by utilizing the accumulated data.

Obtained patent for VoC data utilization technology

(Patent: 731947 Date of registration: July 24, 2023)

Building on VoC accumulated in contact centers, social media, and chats, we developed a technology which comprehensively analyzes customer experience data collected at diverse customer touchpoints. Highly recognized for its uniqueness, this technology received a patent.



Data source → **1) Sort data** → **2) integrate data** → **3) Identify issues** → **Take measures**

Call
Chat
SNS
Support content

LOG

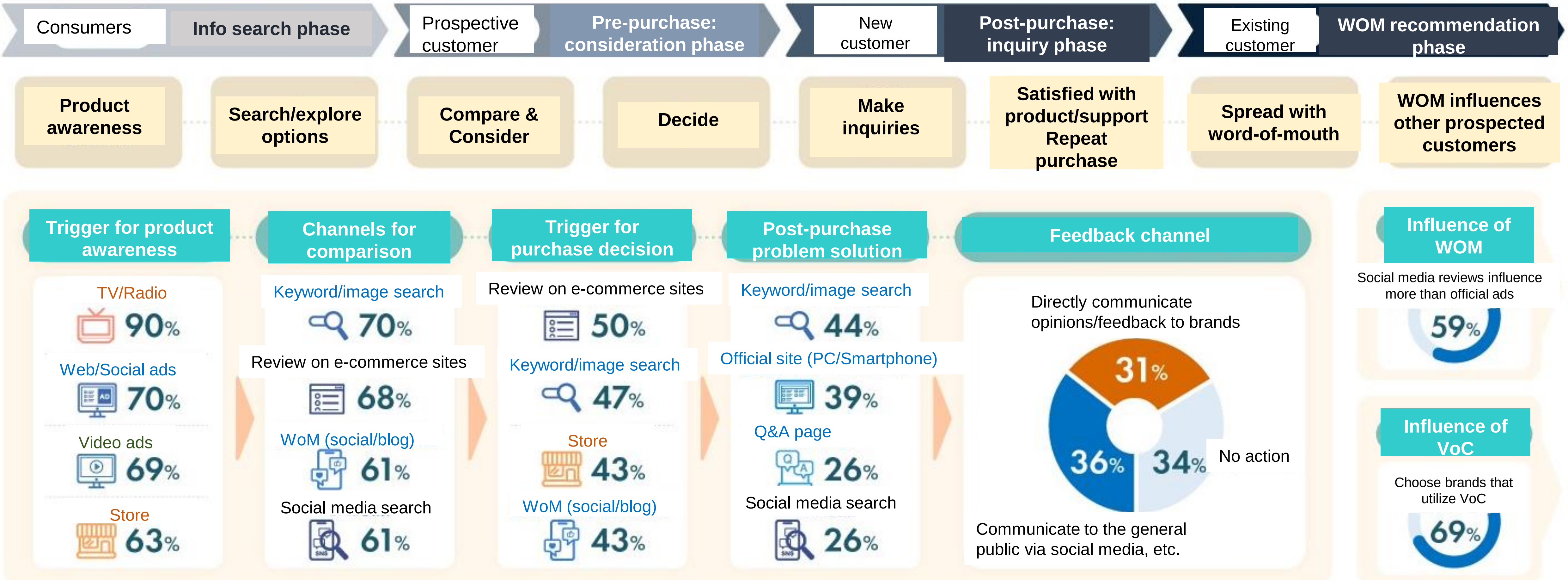
VoC Integrate by topic

Improve webflow
Upgrade support content
Tune chat/bot
Ad creative
Social posts

Patented

Influence of digital channel on a customer journey

- **Web search and social media grew their influence as a way to gather information and to solve problems.**



Consumers | **Info search phase**

Prospective customer | **Pre-purchase: consideration phase**

New customer | **Post-purchase: inquiry phase**

Existing customer | **WOM recommendation phase**

Product awareness → **Search/explore options** → **Compare & Consider** → **Decide** → **Make inquiries** → **Satisfied with product/support Repeat purchase** → **Spread with word-of-mouth** → **WOM influences other prospected customers**

Trigger for product awareness

- TV/Radio 90%
- Web/Social ads 70%
- Video ads 69%
- Store 63%

Channels for comparison

- Keyword/image search 70%
- Review on e-commerce sites 68%
- WoM (social/blog) 61%
- Social media search 61%

Trigger for purchase decision

- Review on e-commerce sites 50%
- Keyword/image search 47%
- Store 43%
- WoM (social/blog) 43%

Post-purchase problem solution

- Keyword/image search 44%
- Official site (PC/Smartphone) 39%
- Q&A page 26%
- Social media search 26%

Feedback channel

Directly communicate opinions/feedback to brands 31%

No action 34%

Communicate to the general public via social media, etc. 36%

Influence of WOM

Social media reviews influence more than official ads 59%

Influence of VoC

Choose brands that utilize VoC 69%

*Blue channels: Digital channel
*Orange channels: Analogue channels

*Rounded off to the nearest whole number.

(n=3,000)

*Source: Consumer to Business Communications Trend Survey 2023-2024 by transcosmos inc.

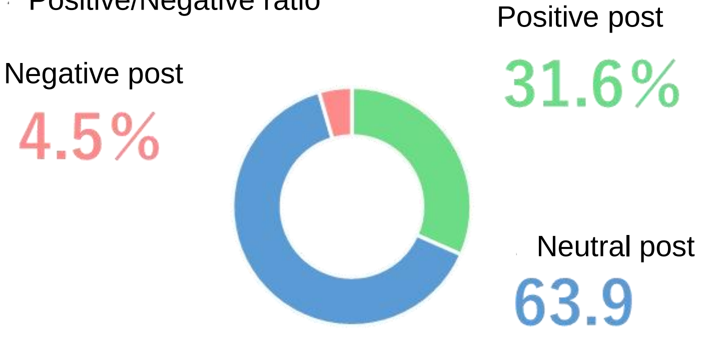
Case study: Identify challenges based on VoC

- **Conducted a simple survey to grasp topics discussed on social media about a recruiting website run by a leading staffing agency.**

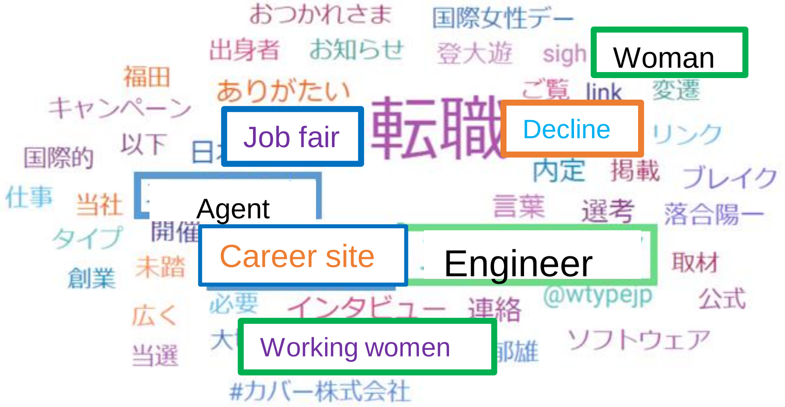
Leading staffing service agent: A

Main keywords: Career change, etc.
6,515 posts (2023/10/1-2024/9/30)

▼ Positive/Negative ratio



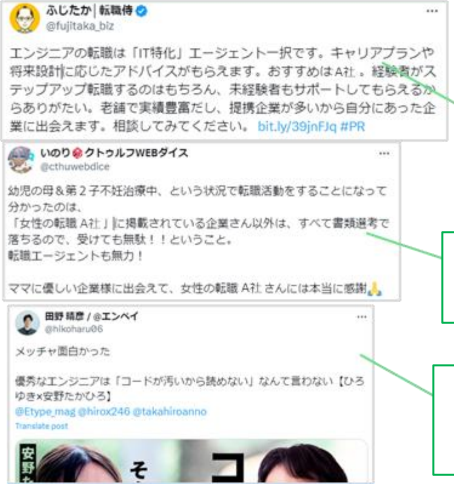
▼ Word cloud



In addition to words related to career change, a range of words appeared such as names of celebrities who appear in campaigns and articles.

Positive post samples

A社



ふじたか｜転職侍
@fujitaka_biz

エンジニアの転職は「IT特化」エージェント一択です。キャリアプランや将来設計に応じたアドバイスがもらえます。おすすめはA社。経験者がステップアップ転職するのはもちろん、未経験者もサポートしてもらえるからありがたい。老舗で実績豊富だし、提携企業が多いから自分にあった企業に出会えます。相談してみてください。 bit.ly/39jnFJq #PR

いのり🔴クトゥルフWEBダイス
@cthuwebdice

幼児の母＆第２子不妊治療中、という状況で転職活動をすることになって分かったのは、
「女性の転職 A社」に掲載されている企業さん以外は、すべて書類選考で落ちるので、受けても無駄！！ということ。
転職エージェントも無力！

ママに優しい企業様に出会えて、女性の転職 A社 さんには本当に感謝🙏

田野 晴彦 / @エンペイ
@hikoharu06

メッチャ面白かった

優秀なエンジニアは「コードが汚いから読めない」なんて言わない【ひろゆき×安野たかひろ】
@Etype_mag @hirox246 @takahiroanno
Translate post

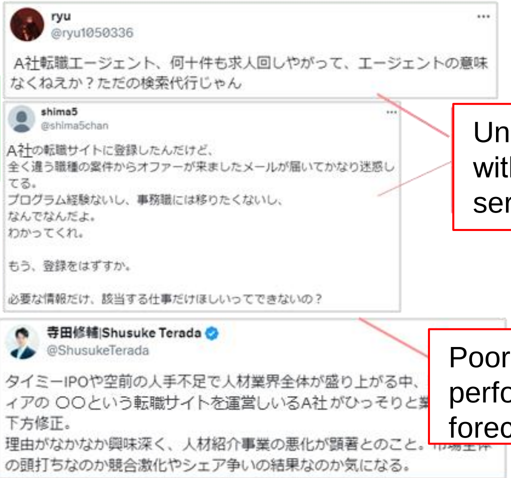
Specializes in IT jobs

Career change for women

Feedback on articles

Negative post samples

A社



ryu
@ryu1050336

A社転職エージェント、何十件も求人回しやがって、エージェントの意味なくねえか？ただの検索代行じゃん

shima5
@shima5chan

A社の転職サイトに登録したんだけど、
全く違う職種の案件からオファーが来ましたメールが届いてかなり迷惑してる。
プログラム経験ないし、事務職には移りたくないし、
なんでなんだよ。
わかってくれ。

もう、登録をはずすか。

必要な情報だけ、該当する仕事だけほしいってできないの？

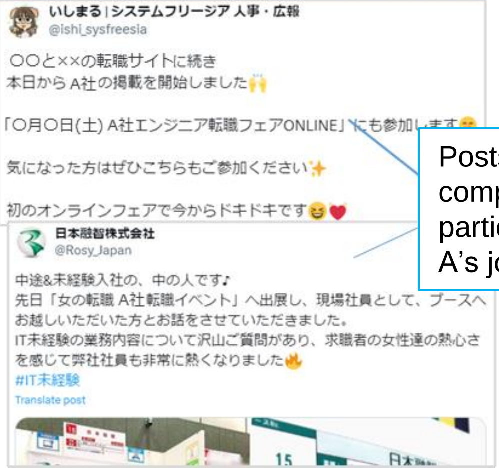
寺田修輔|Shusuke Terada
@ShusukeTerada

タイミーIPOや空前の人手不足で人材業界全体が盛り上がる中、
ィアの 〇〇という転職サイトを運営しいるA社 がひっそりと業
下方修正。
理由がなかなか興味深く、人材紹介事業の悪化が顕著とのこと。
の頭打ちなのか競合激化やシェア争いの結果なのか気になる。

Unsatisfied with A’s service

Poor performance forecast

Neutral post samples



いしまる | システムフリージア 人事・広報
@ishi_sysfreesia

〇〇と××の転職サイトに続き
本日から A社の掲載を開始しました🙌

「〇月〇日(土) A社エンジニア転職フェアONLINE」にも参加します😊

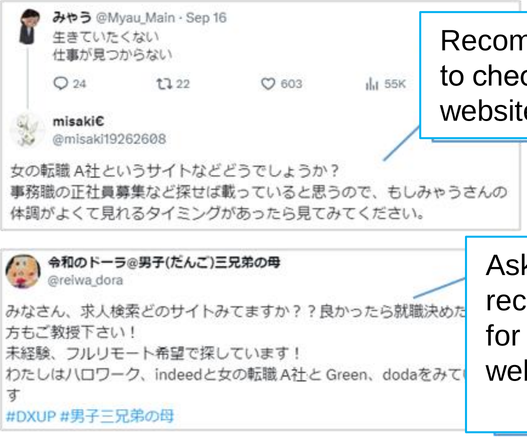
気になった方はぜひこちらもご参加ください✨

初のオンラインフェアで今からドキドキです😆❤️

日本融智株式会社
@Rosy_Japan

中途&未経験入社の、中の人です♪
先日「女の転職 A社転職イベント」へ出展し、現場社員として、ブースへお越しいただいた方とお話をさせていただきました。
IT未経験の業務内容について沢山ご質問があり、求職者の女性達の熱心さを感じて弊社社員も非常に熱くなりました🔥
#IT未経験
Translate post

Posts by companies participated A’s job event



みゃう @Myau_Main · Sep 16
生きていたくない
仕事が見つからない

misaki€
@misaki19262608

女の転職 A社というサイトなどどうでしょうか？
事務職の正社員募集など探せば載っていると思うので、もしみゃうさんの体調がよくて見れるタイミングがあったら見てみてください。

令和のドーラ@男子(だんご)三兄弟の母
@reiwa_dora

みなさん、求人検索どのサイトみてますか？？良かったら就職決めた方もご教授下さい！
未経験、フルリモート希望で探しています！
わたしはハロワーク、indeedと女の転職 A社と Green、dodaをみて
す
#DXUP #男子三兄弟の母

Recommendation to check A’s website

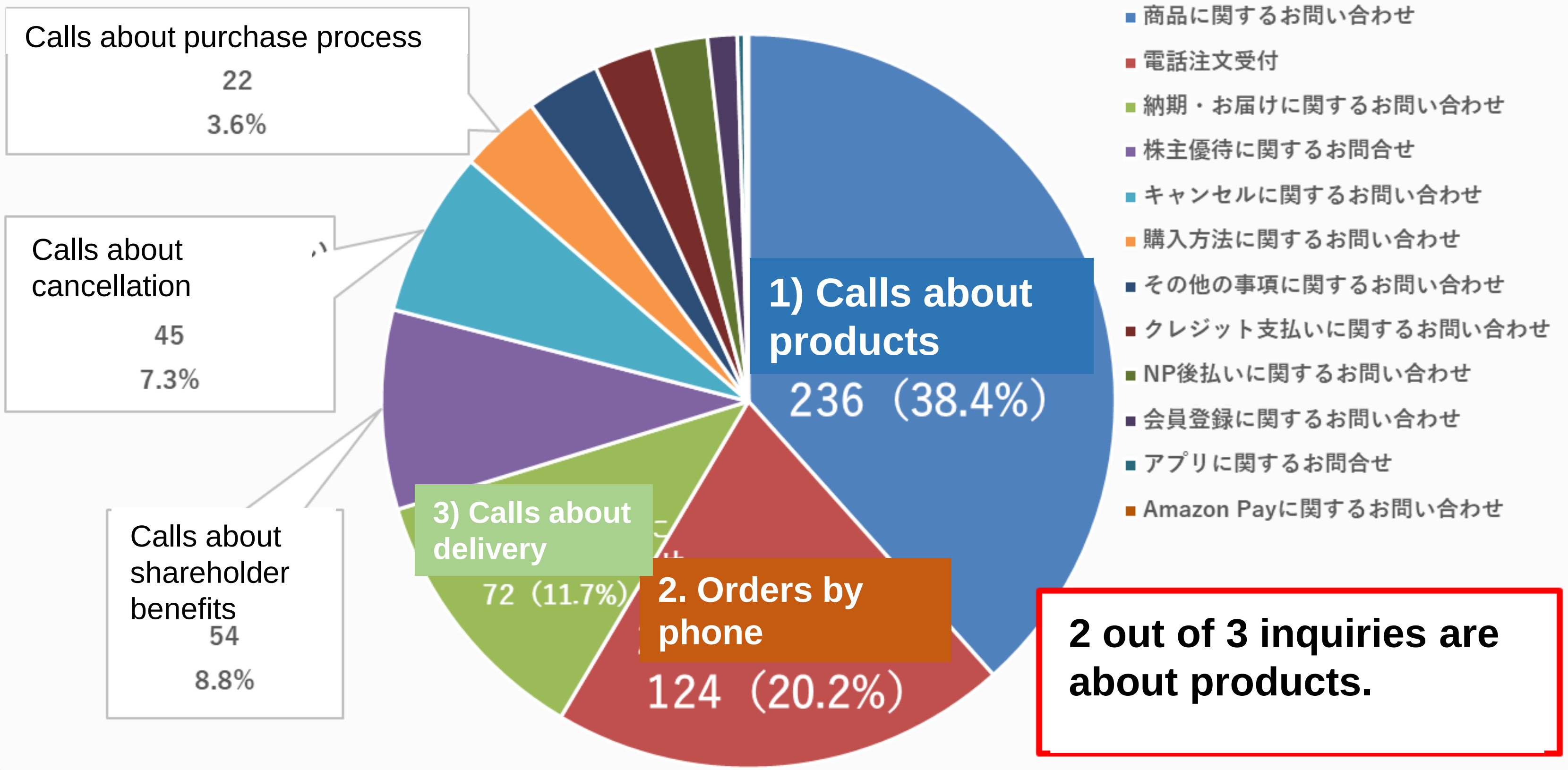
Asking for recommendation for recruiting websites

Steps to present a proposal to client (case study: Toy maker)

- **First step: Grasp user needs from client's call logs, and identify issues based on VoC.**

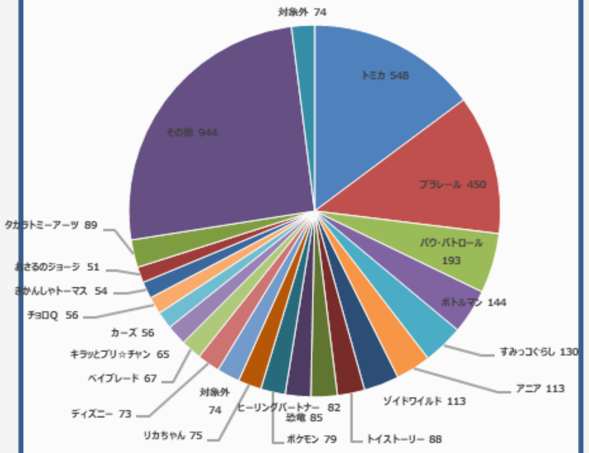
1) Breakdown of Client A's call logs

Data source: Client's call log
(as of 2021)



2 out of 3 inquiries are about products.

2) Customer center call log (Sapporo)

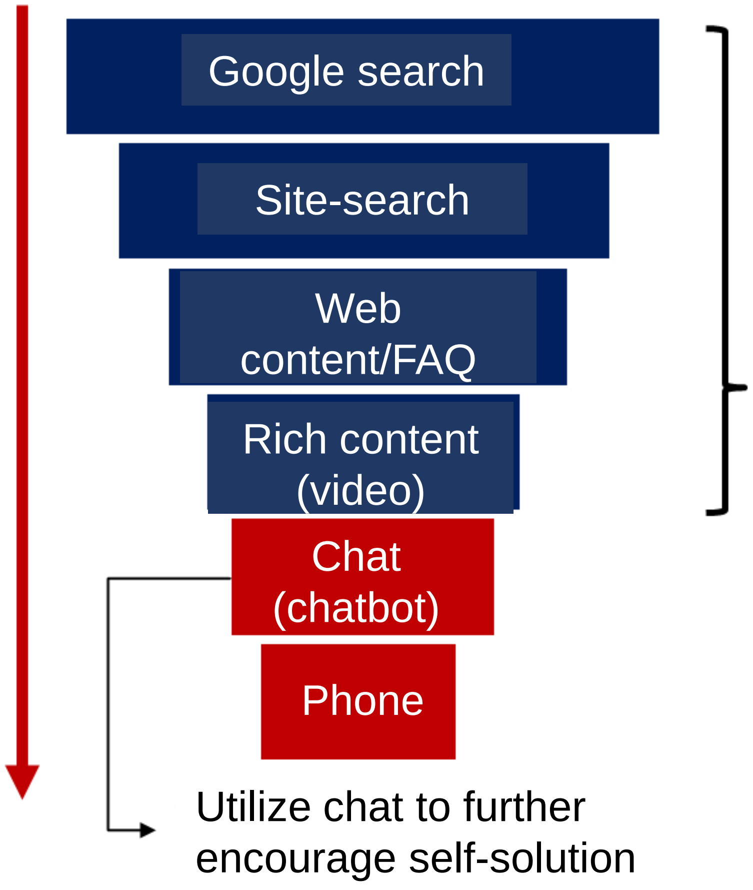


Almost all inquiries are about defective products and repair/replacements.

Steps to present a proposal to client (case study: Toy maker)

- **Next, conduct a simple survey on the identified issues from users' perspectives. By solving the issues, encourage the use of self-service options, thereby reducing call volume at call centers and boosting users' purchasing appetite.**

Ideal path to a solution


Google search
Site-search
Web content/FAQ
Rich content (video)
Chat (chatbot)
Phone
Utilize chat to further encourage self-solution

Summary of the survey

Search → Research/Inquiry

① Use search engines ② Find info/FAQ on site ③ Try self-service

Search (SEO) △	**Flow** △	**Content** △	**Chat** △
• Keyword search results do not match search query. Takes time to fix the issue. Needs to work on searchability.	• Although related words are included in the FAQ page, cannot directly jump to or find the page.	• Too much FAQ content on one page, hard to find the necessary information. Insufficient information about most asked questions. Self-service doesn't work.	• Call centers are utilizing chat features. Deploy chat (chatbot) to shopping malls to reduce call volume and promote self-service.

Legend:
◎ Good
○ OK
△ Need improvement
✕ Not good

Success story: Reduced call volume and boosted the self-service rate with VoC analysis and digital shift

- Implemented trans-DX Support for a major distribution client to help increase the self-service rate and reduce call volumes.
- By improving customer support websites and utilizing chatbot, call volume dropped by almost 70% while growing customer self-service.

Success story: VoC analysis and digital promotion initiatives to enhance self-service options (Client: major retail company)

Goals

Boost self-service rate and reduce call volume by digital shift

Digitalize web content (FAQ, etc.), chatbot, and chat agent based on the VoC, deploy trans-DX Support and utilize log data collected via each channel for continuous improvement.

Measures

1) **Deploy an auto-voice recognition system. Convert voice-based VoC into text and visualize/record VoC.**
2) **Analyze VoC log/chat log. Improve content, chat scenario, and everything within the project scope to encourage self-solution.**
3) **Analyze VoC log. Measure coverage and other matrix to assess if users can self-solve issues with the available content. Perform SEO, improve flows on customer support site including FAQ.**

[Services]

Support site dev.& ops.

Chatbot

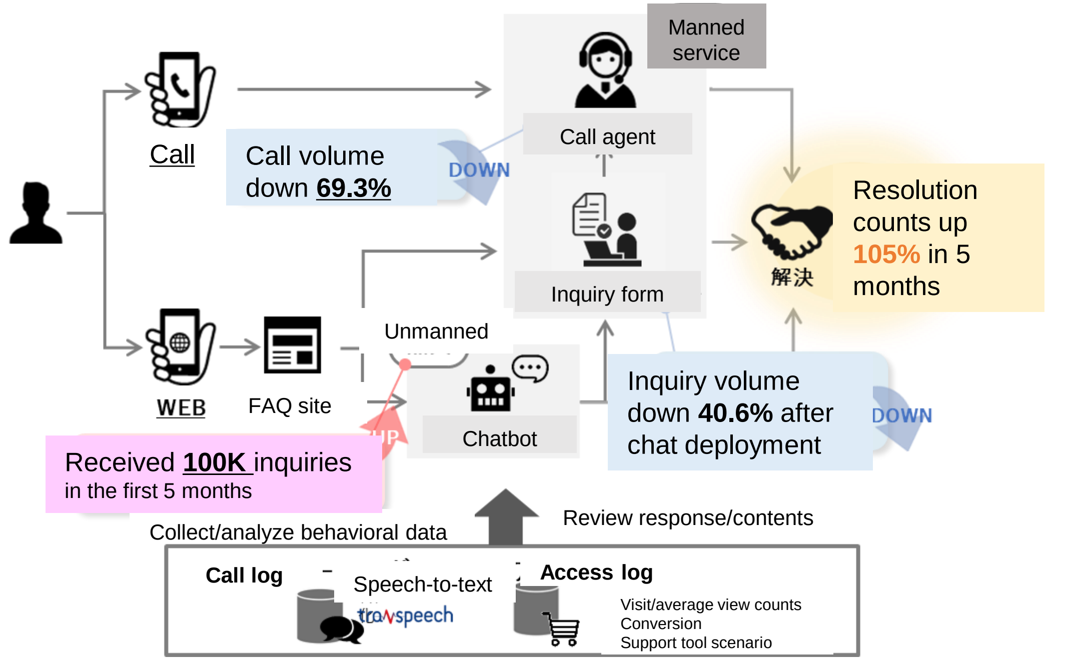
Chat operations

Contact center

Auto-voice recognition

Results

Enhanced support website and non-voice channels reduced call volume by approx. 70%. Customer self-solution up.


Manned service
Call
Call agent
DOWN
Inquiry form
解決
WEB
FAQ site
Unmanned
UP
Chatbot
DOWN
Collect/analyze behavioral data
Review response/contents
Call log
Speech-to-text
transpeech
Access log

Call volume down **69.3%**

Resolution counts up 105% in 5 months

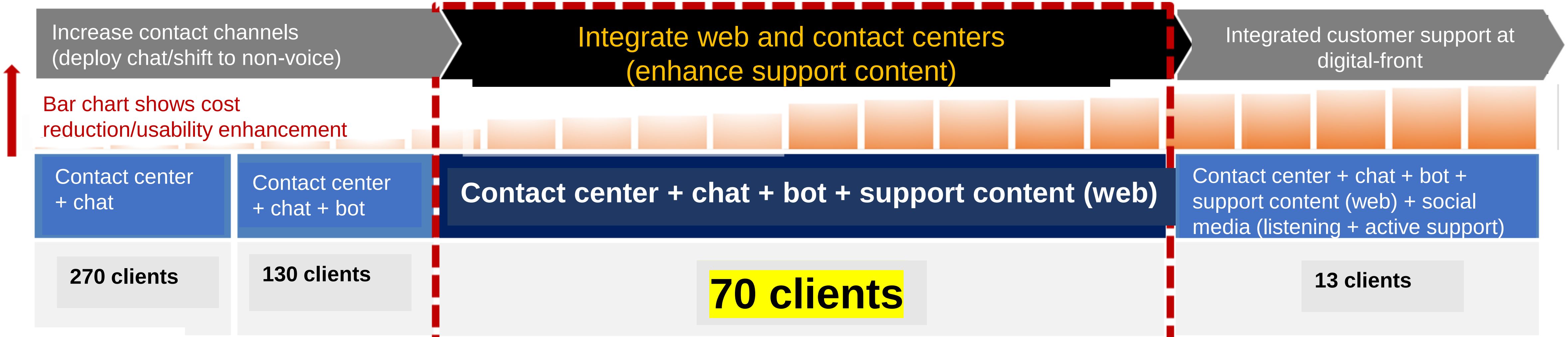
Inquiry volume down **40.6%** after chat deployment

Received **100K** inquiries in the first 5 months

Visit/average view counts
Conversion
Support tool scenario

trans-DX for Support deployment to date (as of October 2024)

- We recommend trans-DX for Support with three service patterns: Use the service to 1) increase contact channels, 2) integrate web and contact center services, and 3) offer integrated customer support at digital front-end. By promoting the service with a specific focus on 2), we now have 70 clients using trans-DX for Support to offer web and contact center combined services.



Increase contact channels (deploy chat/shift to non-voice)

Integrate web and contact centers (enhance support content)

Integrated customer support at digital-front

Bar chart shows cost reduction/usability enhancement

Contact center + chat	Contact center + chat + bot	Contact center + chat + bot + support content (web)	Contact center + chat + bot + support content (web) + social media (listening + active support)
270 clients	**130 clients**	**70 clients**	**13 clients**

(Industry breakdown)

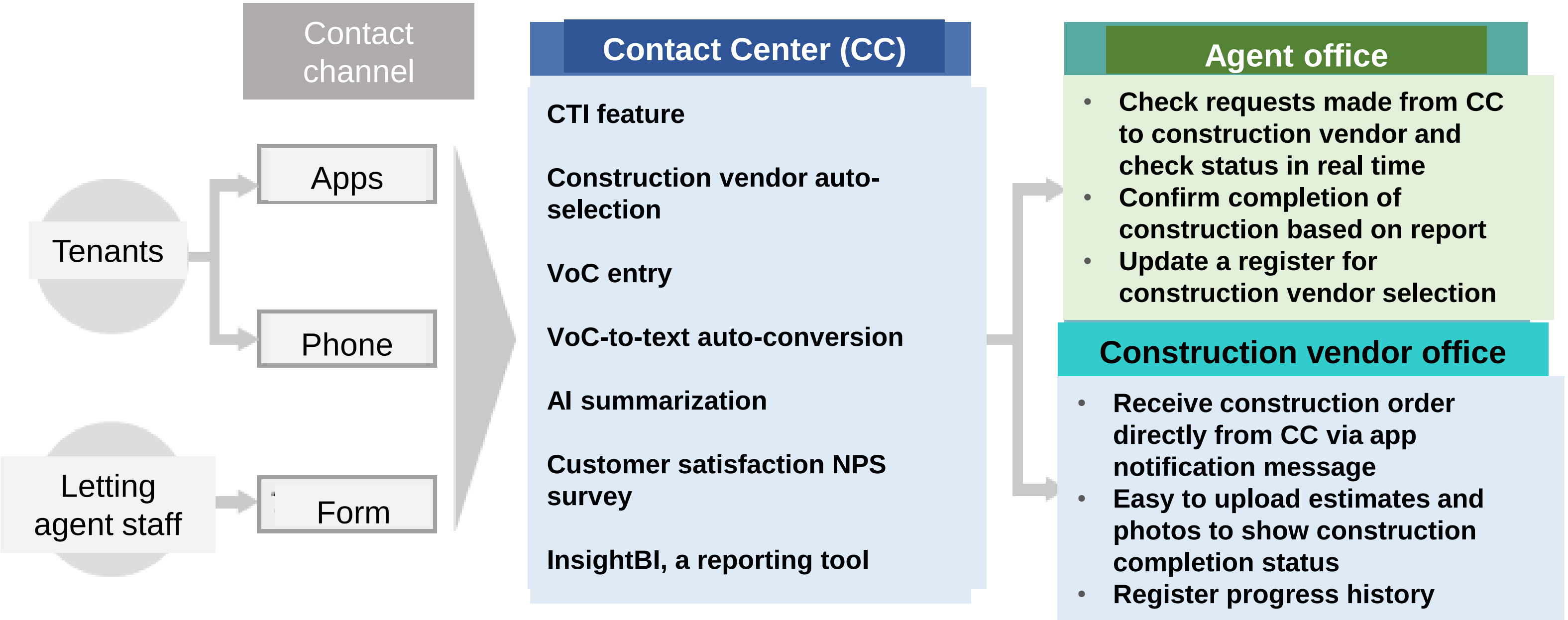
Manuf-acturing	８１社	38社	１４社	3社
Distrib-ution/ Retail	５７社	26社	１７社	５社
Finance	３９社	23社	２０社	３社
Telecom	１９社	９社	６社	1社
Media/ entertainment	１６社	６社	３社	1社
Other	５１社	２３社	１０社	-

Pushed DX by combining digital integration and digital contact center services

- **Helped Sekisui House Real Estate Holdings shift the entire business process that involves many parties including tenants, letting agent staff, and construction staff to digital with our digital integration and digital contact center services.**
- **Digital integration services helped build apps for tenants and developed a communication system that covers contact center to construction project progress reporting. Digital contact centers enabled the client to achieve contact center DX.**

Success story: Achieved DX with integrated operations and digital utilization (Sekisui House Real Estate Holdings, Ltd.)

With our contact center at the core, streamlined the entire process and boosted usability
Managing approx.40% of tenant inquiries via app



Contact channel

Tenants

Letting agent staff

Apps

Phone

Form

Contact Center (CC)

- **CTI feature**
- **Construction vendor auto-selection**
- **VoC entry**
- **VoC-to-text auto-conversion**
- **AI summarization**
- **Customer satisfaction NPS survey**
- **InsightBI, a reporting tool**

Agent office

- **Check requests made from CC to construction vendor and check status in real time**
- **Confirm completion of construction based on report**
- **Update a register for construction vendor selection**

Construction vendor office

- **Receive construction order directly from CC via app notification message**
- **Easy to upload estimates and photos to show construction completion status**
- **Register progress history**

1 FY2025/3 Six-month Performance

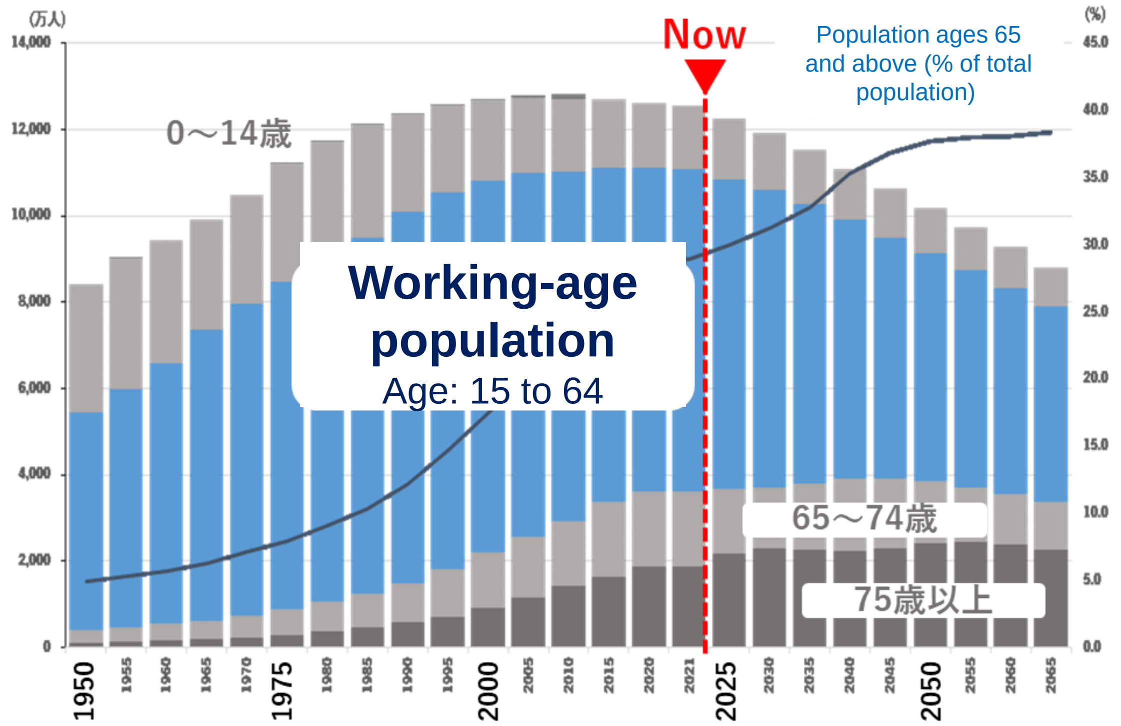
2 Priorities & Progress

- 2-1 CX Services
- **2-2 BPO Services**
- 2-3 Overseas
- 2-4 AI utilization/Digital talent development

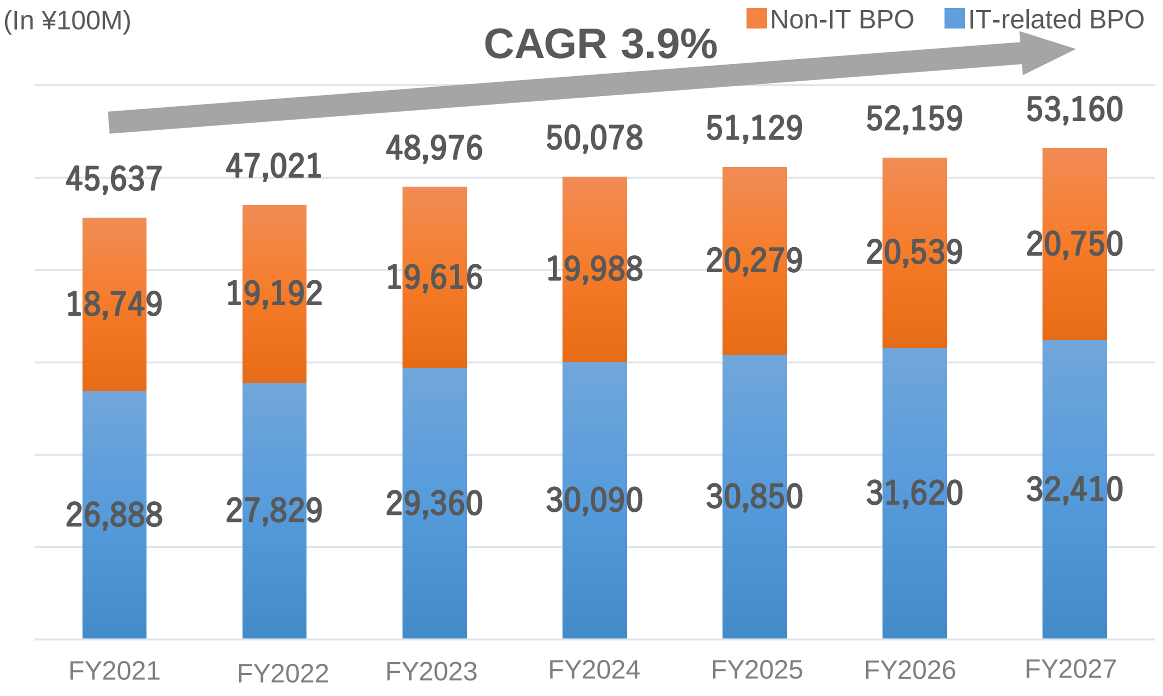
Rising business process outsourcing needs amid labor shortages

- **Along with a decrease in the working-age population, companies utilize BPO for some tasks continue to increase.**
- **More companies work on workstyle reform and DX, driving restructuring of internal resources such as putting management resources on core business and new business development, and reallocating human resources accordingly (source: BPO (Business Process Outsourcing) market research 2023, Yano Research Institute Ltd., November 14, 2023 (no English translation available))**

Working-age population in Japan[*1]



Japan BPO market size trend & outlook[*2]



Notes)
1: Based on company's revenues
2: IT-related BPO: Outsourcing services to perform system administrator's tasks entrusted by clients. Non-IT BPO: Outsourcing services to perform tasks other than IT-related BPO entrusted by clients.
3: Figures from after FY2023 are forecasts.

[*1] Source: tanscosmos data based on the Annual Report on the Aging Society 2022, the Cabinet Office
[*2] Source: transcosmos data based on BPO (Business Process Outsourcing) market research 2023 (November 14, 2023), Yano Research Institute Ltd. (English translation not available)

Highly specialized services based on industry/business insights accumulated over 59 years since foundation

- **Our highly specialized services captured outsourcing demand.**

Cross-industry	Corporate	**Corporate back-office services**	HR	Accounting	Procurement/ Purchasing	ESG Disclosures		
	IT platform	**IT outsourcing services**	Consulting Design	System Dev., Ops. Maintenance	Device management	Support desk	Education, planning, deployment	Managed services	Security services
	Production/ Logistics	**SCM back-office services**	Order management	Trading back-office	Logistics cost optimization			
	Sales/Support	**Sales process services**	Selling, contracting, and billing	Agency support				
Finance/Public sector		**Business smartsourcing services**	Finance	Public sector				
Construction		**Urban solution services**	Building	Infrastructure	Housing			
Manufacturing		**Engineering transformation services**	Design process DX	Production process DX	MBD	Data management		

Corporate back-office services grew in the HR business area

- **Successfully deployed and established the use of COMPANY in client's business with our in-depth insights into COMPANY, an HR ERP with the largest market share in Japan, as well as our high level of expertise in business process and IT systems.**

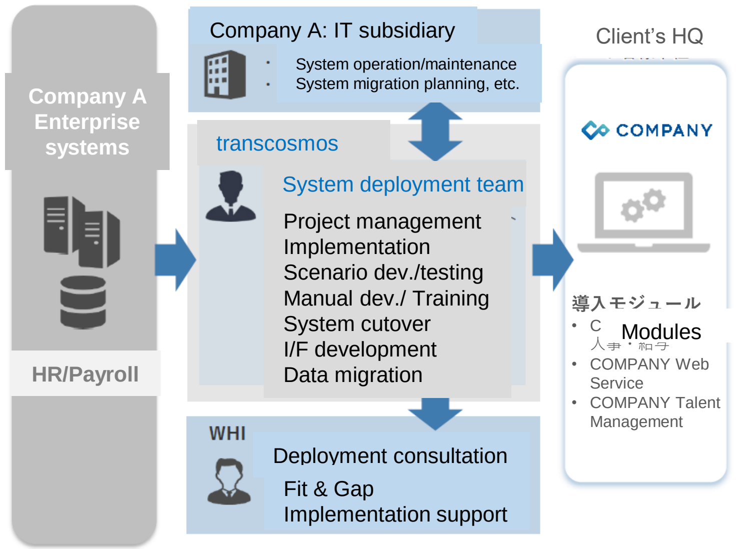
*Source: ITR Market View: ERP market 2024 ITR

Case study: Deployment, operations, and maintenance support for COMPANY®, an integrated HR system for enterprises

Deployment support (client: major distribution company)

Challenge	Aging legacy systems, HR strategy development, implementation of a platform for executing business strategy

Executed COMPANY® deployment project with our IT subsidiary and WHI



Company A Enterprise systems

HR/Payroll

Company A: IT subsidiary

- System operation/maintenance
- System migration planning, etc.

transcosmos

System deployment team

Project management
Implementation
Scenario dev./testing
Manual dev./ Training
System cutover
I/F development
Data migration

WHI

Deployment consultation
Fit & Gap
Implementation support

Client's HQ

COMPANY

導入モジュール

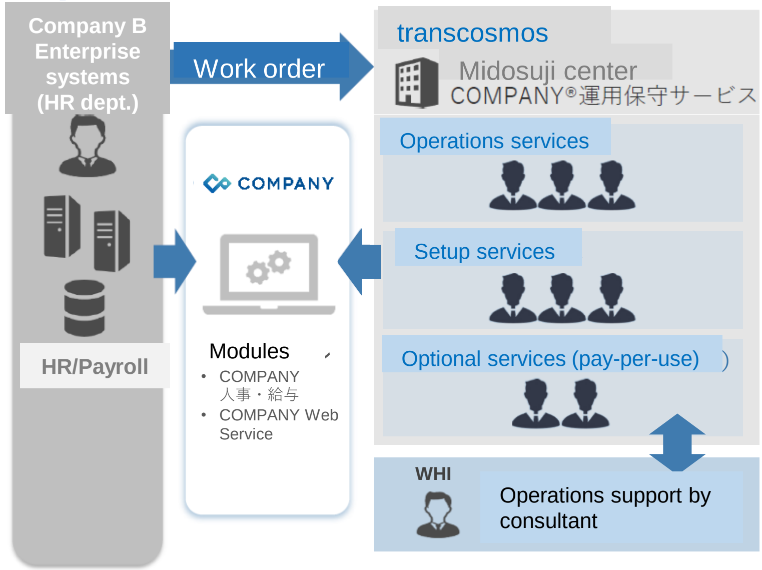
Modules

- C
人事・給与
- COMPANY Web Service
- COMPANY Talent Management

Operations and maintenance (client: major retail)

Challenge	HR dept. operates systems, retirement of person in charge of the system (relying on individual skills), both HR and IT depts. have knowledge about COMPANY®

transcosmos and WHI expert team offered shared operations service for COMPANY®



Company B Enterprise systems (HR dept.)

HR/Payroll

Work order

COMPANY

Modules

- COMPANY
人事・給与
- COMPANY Web Service

transcosmos

Midosuji center
COMPANY®運用保守サービス

Operations services

Setup services

Optional services (pay-per-use)

WHI

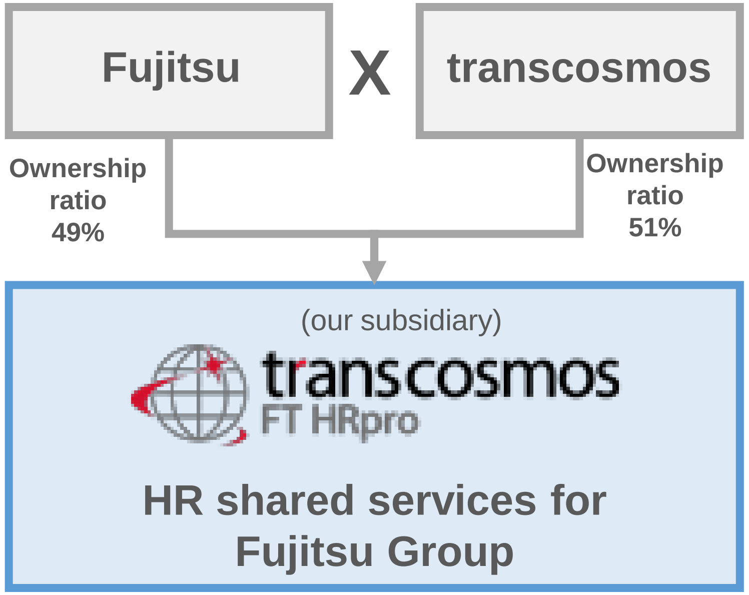
Operations support by consultant

WHI: Works Human Intelligence Co., Ltd.

Enhanced corporate back-office services through JV

- **Leveraging business knowledge and expertise acquired through JV, enhanced corporate back-office services while satisfying client needs to convert fixed costs to variable costs in non-competing areas.**

JV with Fujitsu



Fujitsu X transcosmos

Ownership ratio 49%

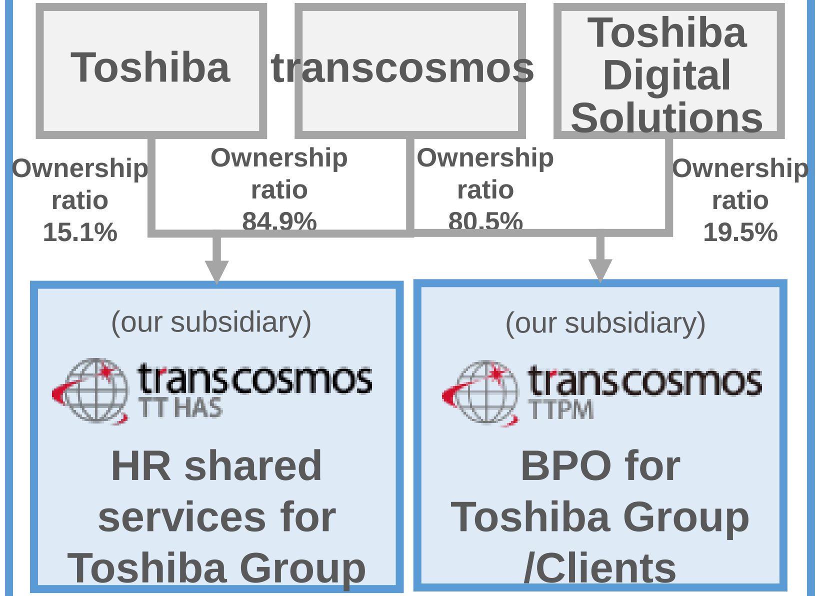
Ownership ratio 51%

(our subsidiary)

transcosmos FT HRpro

HR shared services for Fujitsu Group

JV with Toshiba



Toshiba | transcosmos | Toshiba Digital Solutions

Ownership ratio 15.1%

Ownership ratio 84.9%

Ownership ratio 80.5%

Ownership ratio 19.5%

(our subsidiary)

transcosmos TT HAS

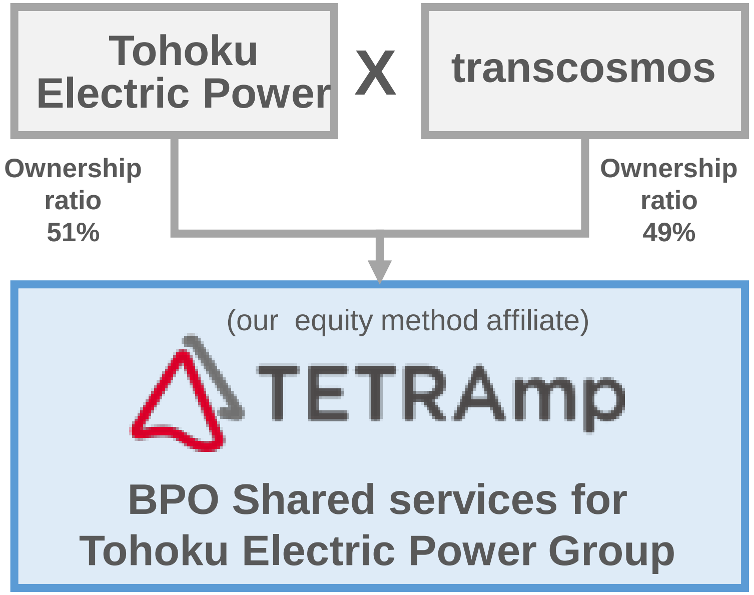
HR shared services for Toshiba Group

(our subsidiary)

transcosmos TTPM

BPO for Toshiba Group /Clients

JV with Tohoku Electric Power



Tohoku Electric Power X transcosmos

Ownership ratio 51%

Ownership ratio 49%

(our equity method affiliate)

TETRAmp

BPO Shared services for Tohoku Electric Power Group

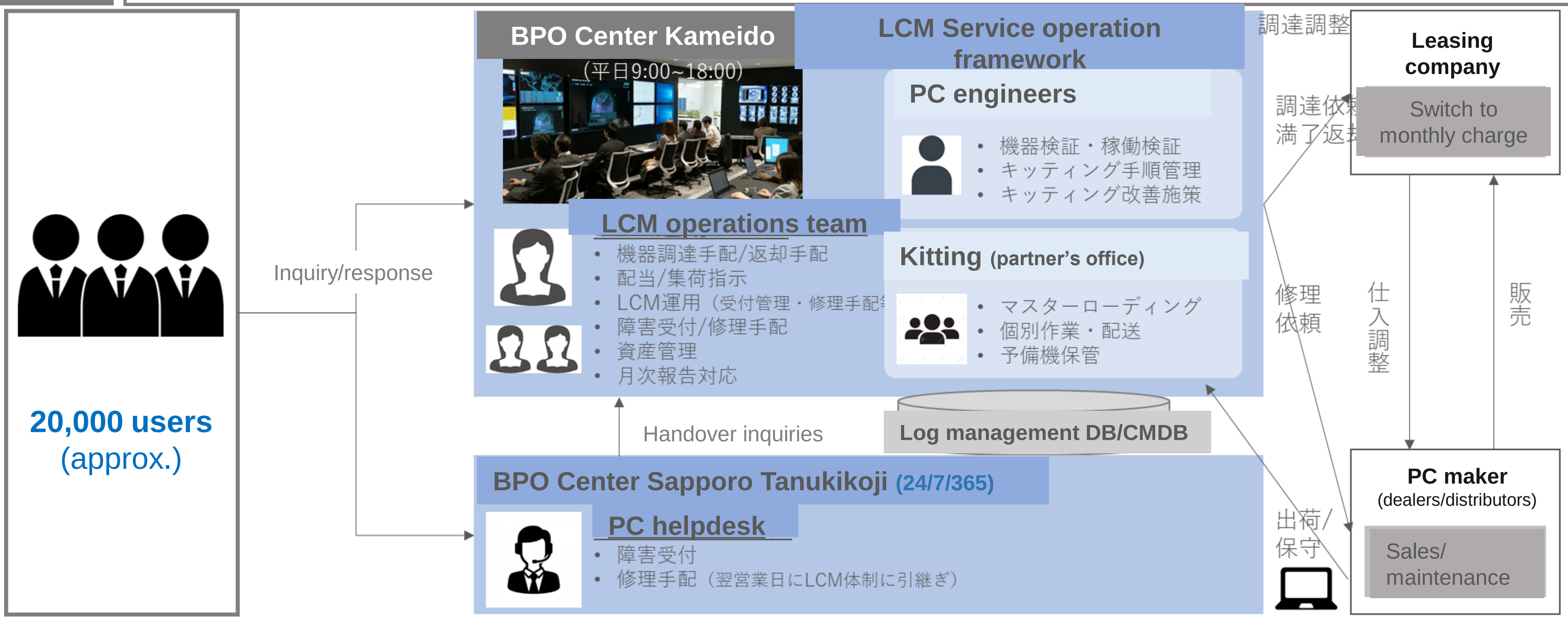
IT outsourcing services expand, meeting the needs of IT resource shortages

- **As businesses are severely hit by IT talent shortages, we captured service demand to address the 2025 Digital Cliff, corporate structural reform and other IT-related challenges leveraging our proven record and expertise in IT support services with one of the largest service networks in Japan*.**

*Source: transcosmos research

Case study: PC lifecycle management (PCLCM)
(client: major auto parts manufacturer)

Challenge	As the client leaves from its Group, need to implement PCLM services by itself. Need to replace as many as about 20,000 PCs in Japan gradually.



20,000 users
(approx.)

Inquiry/response

BPO Center Kameido
（平日9:00~18:00）

LCM Service operation framework

PC engineers
- 機器検証・稼働検証
- キッティング手順管理
- キッティング改善施策

LCM operations team
- 機器調達手配/返却手配
- 配当/集荷指示
- LCM運用（受付管理・修理手配
- 障害受付/修理手配
- 資産管理
- 月次報告対応

Kitting **(partner's office)**
- マスターローディング
- 個別作業・配送
- 予備機保管

Handover inquiries

Log management DB/CMDB

BPO Center Sapporo Tanukikoji **(24/7/365)**

PC helpdesk
- 障害受付
- 修理手配（翌営業日にLCM体制に引継ぎ）

Leasing company
Switch to monthly charge

PC maker
(dealers/distributors)
Sales/
maintenance

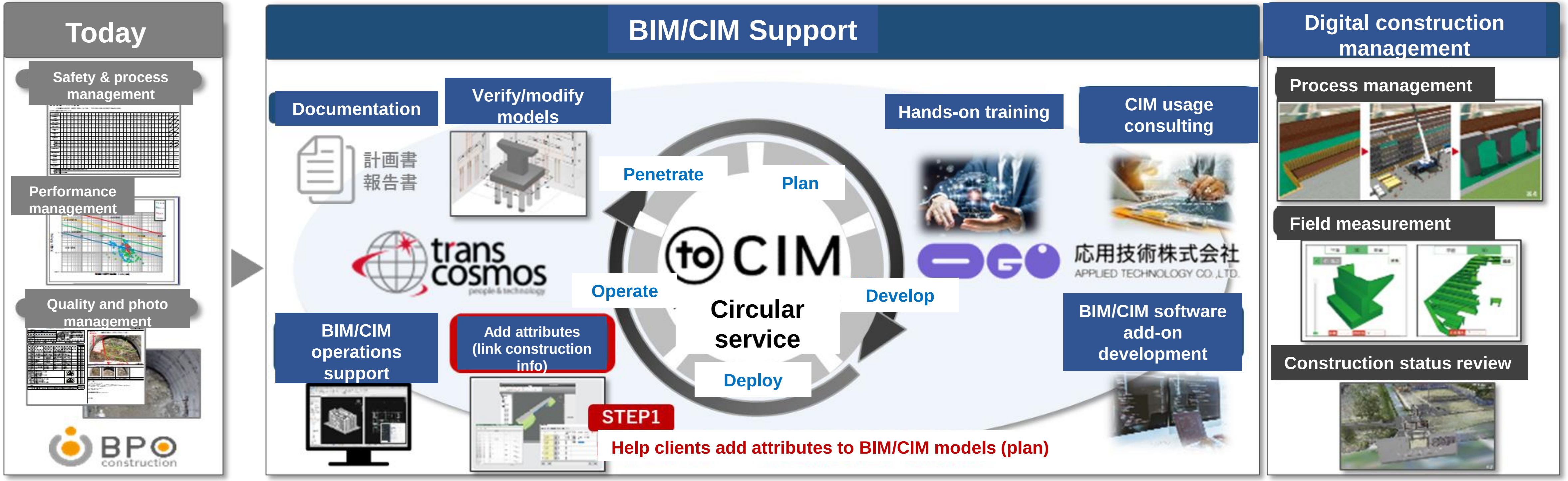
Urban solution services that help construction management DX expanded

- Demands for DX support rose in design and construction management areas as labor shortages intensified in the construction industry due to the so-called 2024 problem, or stricter overtime regulations introduced in April.
- The MLIT announced BIM/CIM to be applied in public works projects in principle by 2023. Combining our proven record/insights gained through construction management BPO services and Applied Technology's expertise, launched a joint project with a general constructor to promote the use of BIM/CIM in the construction management area.

BIM/CIM utilization in construction management
(Client: general constructor)

Industry-wide challenge

- BIM/CIM should be applied in principle, however, ways to use the methods in the construction phase are not clear, delaying the application.
- Need to develop a framework to apply BIM/CIM before it becomes mandatory to fully apply BIM/CIM.


Today
Safety & process management
Performance management
Quality and photo management
BPO construction
BIM/CIM Support
Documentation
Verify/modify models
計画書
報告書
Hands-on training
CIM usage consulting
Penetrate
Plan
Operate
Develop
Deploy
to CIM
Circular service
応用技術株式会社
APPLIED TECHNOLOGY CO.,LTD.
BIM/CIM operations support
Add attributes (link construction info)
BIM/CIM software add-on development
STEP1
Digital construction management
Process management
Field measurement
Construction status review

Help clients add attributes to BIM/CIM models (plan)

1 FY2025/3 Six-month Performance

2 Priorities & Progress

2-1 CX Services

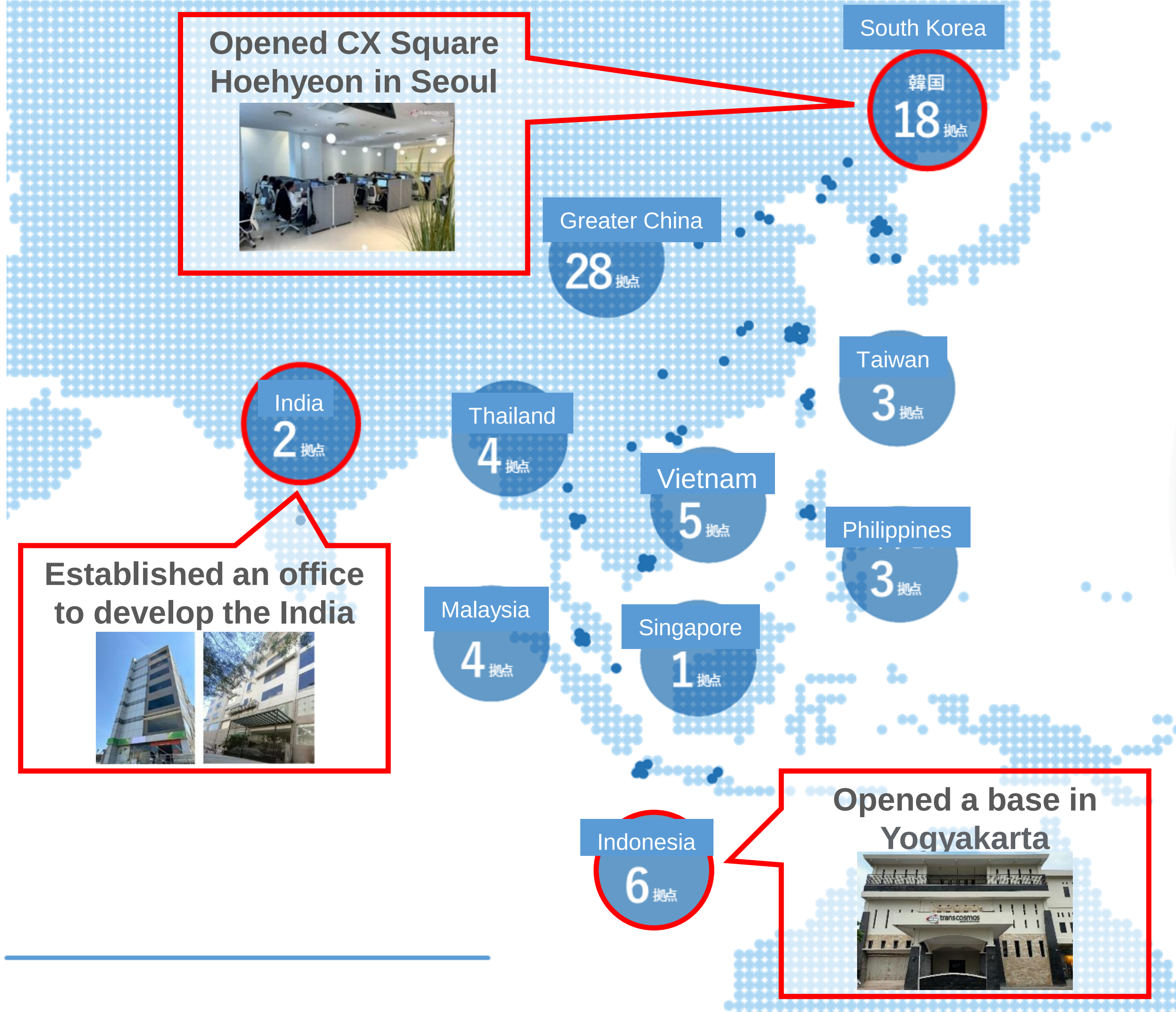
2-2 BPO Services

2-3 **Overseas**

2-4 AI utilization/Digital talent development

Capturing the growing markets with one of the largest service networks in Asia

- Opened new service centers in India, South Korea, and Indonesia to capture growing demands in Asian countries and regions.

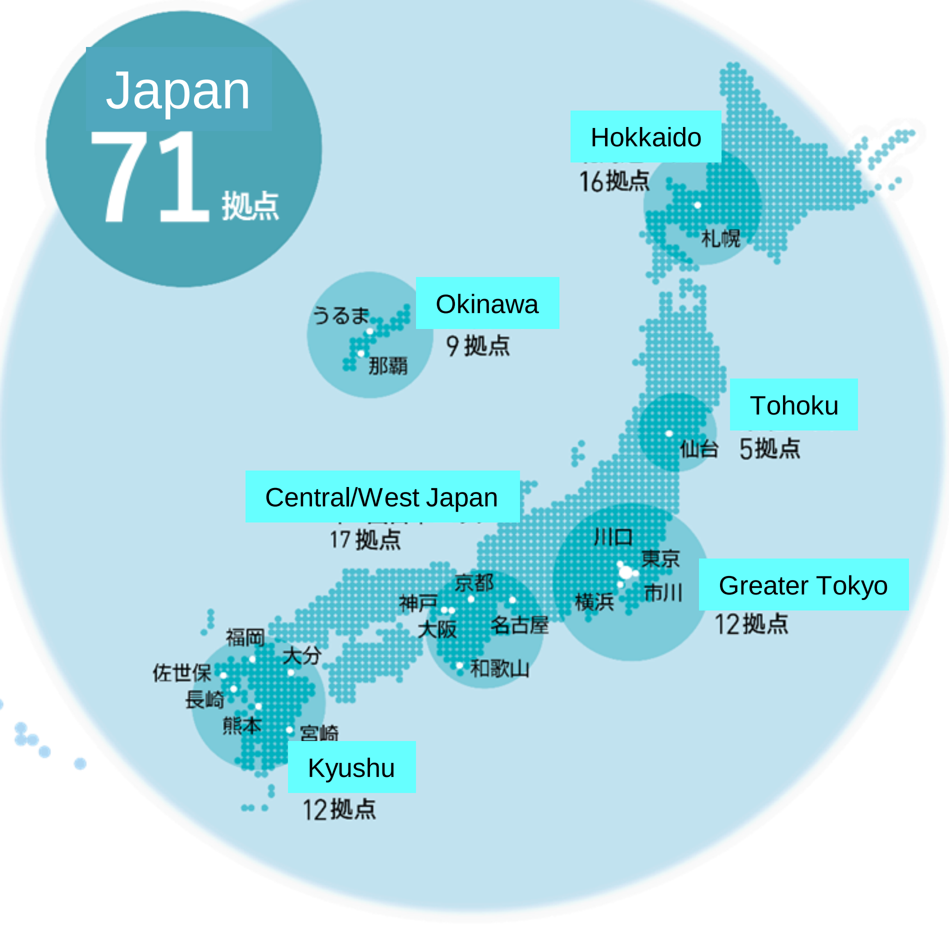

South Korea
韓国
18 拠点
Greater China
28 拠点
Taiwan
3 拠点
India
2 拠点
Thailand
4 拠点
Vietnam
5 拠点
Philippines
3 拠点
Malaysia
4 拠点
Singapore
1 拠点
Indonesia
6 拠点

Opened CX Square Hoehyeon in Seoul

Established an office to develop the India

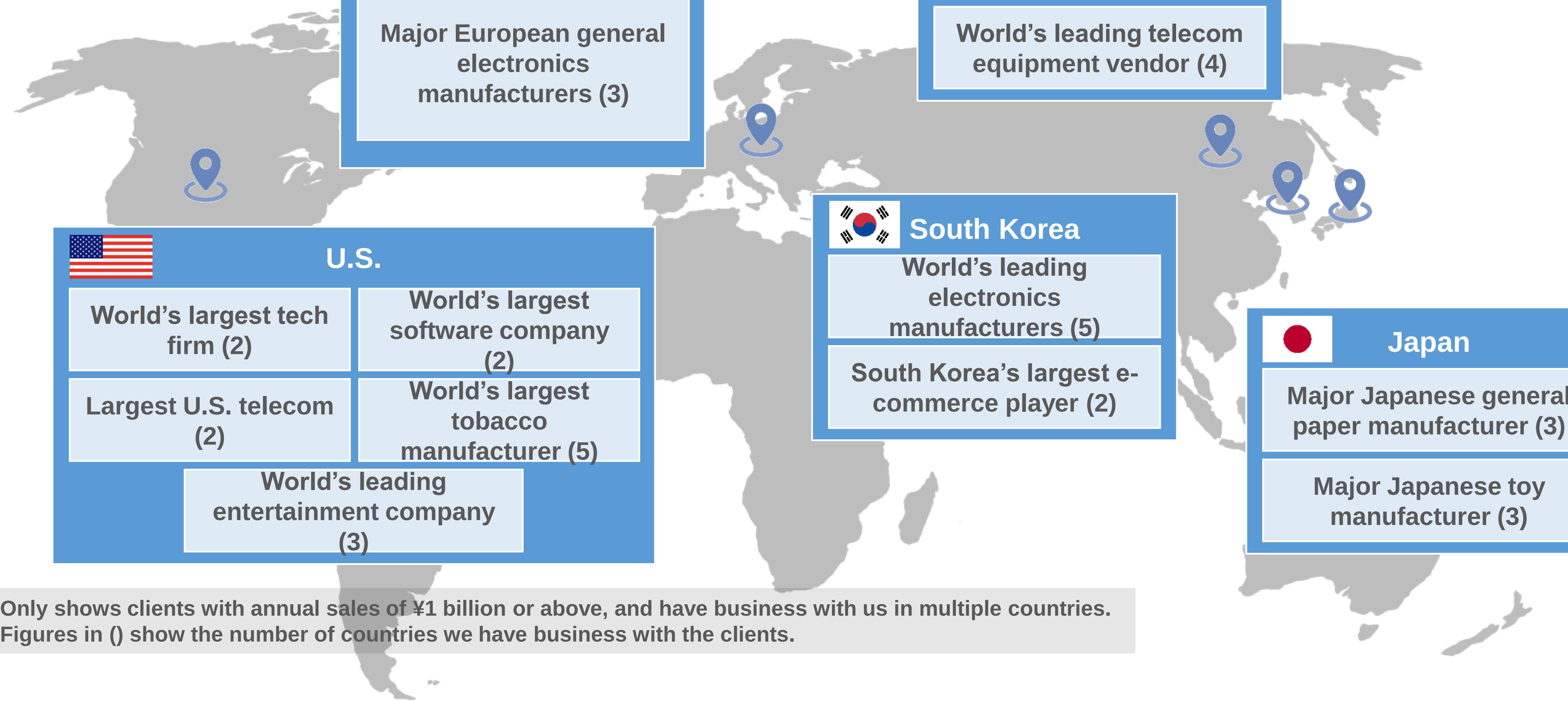
Opened a base in Yogyakarta

Service network with **145 bases** in Asia


Japan
71 拠点
Hokkaido
16拠点
札幌
Okinawa
9 拠点
うるま
那覇
Tohoku
5拠点
仙台
Central/West Japan
17 拠点
神戸
京都
大阪
名古屋
和歌山
Greater Tokyo
12拠点
川口
東京
横浜
市川
Kyushu
12拠点
福岡
大分
佐世保
長崎
熊本
宮崎

*☐ Bases opened in the current fiscal year.

Grew business with the world’s leading multinational companies



Europe

Major European general electronics manufacturers (3)

China

Leading Chinese tech unicorn (6)

World’s leading telecom equipment vendor (4)

U.S.

World’s largest tech firm (2)

World’s largest software company (2)

Largest U.S. telecom (2)

World’s largest tobacco manufacturer (5)

World’s leading entertainment company (3)

South Korea

World’s leading electronics manufacturers (5)

South Korea’s largest e-commerce player (2)

Japan

Major Japanese general paper manufacturer (3)

Major Japanese toy manufacturer (3)

*Only shows clients with annual sales of ¥1 billion or above, and have business with us in multiple countries.
*Figures in () show the number of countries we have business with the clients.

Enhanced services network in Malaysia to deliver BPO services across the globe

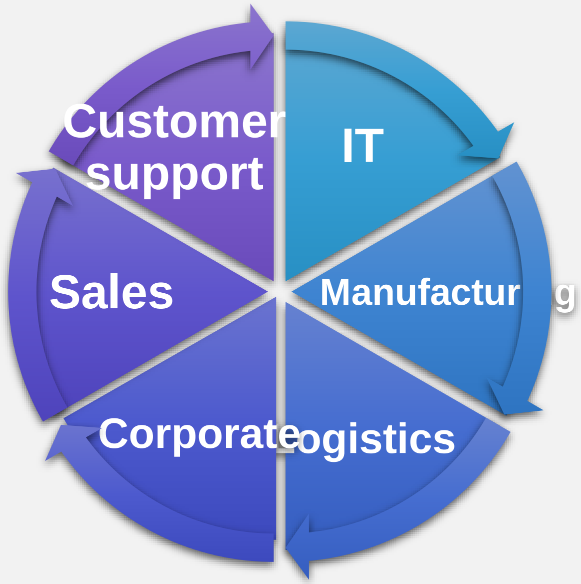
- Making Malaysia, a country with competitive multilingual and technology capabilities as a hub, expanded global BPO services for the ASEAN market.
- Launched corporate back-office services on top of IT outsourcing services.

Malaysia, our overseas’ hub base for BPO services

Why make Malaysia a hub?

- High educational standards with many multilingual talents.
- Mature BPO industry in Asia with abundant IT/BPO specialists.
- Readiness to manage advanced operations including RPA and digital BPO, etc.

Service areas



Service areas cover end-to-end back-office tasks

×

Technology (Digital BPO)

Automation RPA/AI

Cross-industry platform

Analysis

Maximize added value with the power of operations and technology

1 **FY2025/3 Six-month Performance**

2 **Priorities & Progress**

- 2-1 CX Services
- 2-2 BPO Services
- 2-3 Overseas
- 2-4 **AI utilization/Digital talent development**

Approach to AI utilization

- Actively adopting AI for both customer support tasks and for business process optimization across all our services.
- Achieving success primarily in the business process optimization area, adopting AI in full scale.

For customer support tasks

Launched services in chat support area

- Offering "trans-AI Chat," a service that seamlessly connects generative AI chatbot and agent chat in South Korea, Japan and China.
- Connecting with "tsuzumi," NTT Com's LLM to meet diverse range of client needs.
- Delivering "Translingo SMART," a tool that auto-translates customer and agent's languages.

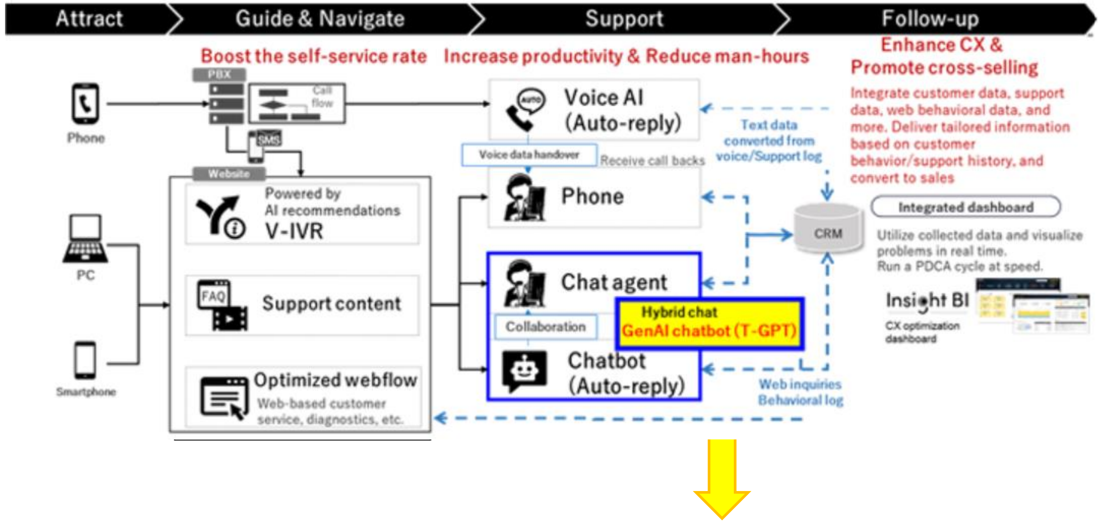
For business process optimization

Expanded AI solution coverage

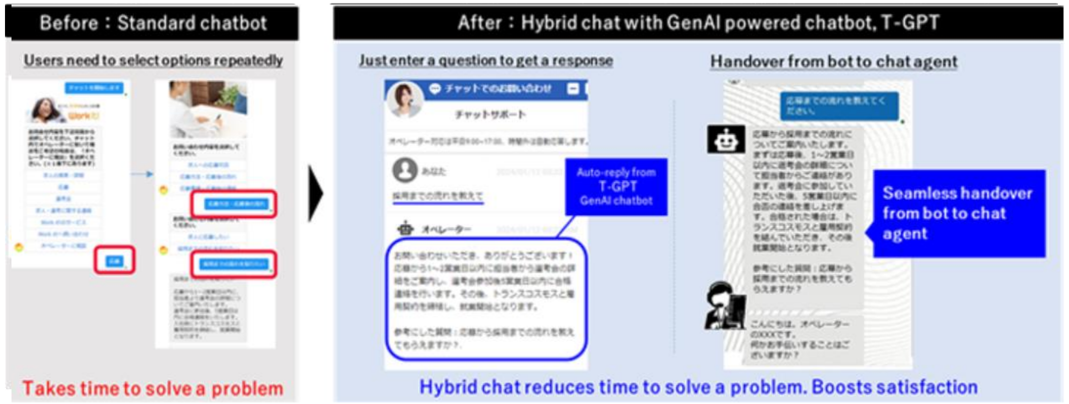
- Deploying an AI-powered solution that reduces man-hours and standardizes support quality in contact centers and IT support operations in a phased approach.
- Promoting a DX solution that effectively digitalizes non-standard reports to the real-estate, life insurance, and credit card industries.

Customer support: Launched trans-AI Chat, chatbot-agent chat hybrid services

- **Our proprietary developed “trans-AI Chat” drastically enhances chatbot performance with generative AI. If consumers fail to solve problems with chatbot, consumers will be transferred to agent chat service seamlessly, thereby delivering consistent service experience without disturbing consumer experience.**
- **Currently available in South Korea, Japan, and China.**


Attract
Guide & Navigate
Support
Follow-up
Boost the self-service rate
Increase productivity & Reduce man-hours
Enhance CX & Promote cross-selling
Integrate customer data, support data, web behavioral data, and more. Deliver tailored information based on customer behavior/support history, and convert to sales
Phone
PC
Smartphone
PBX
Call flow
SMS
Website
Powered by AI recommendations V-IVR
Support content
FAQ
Optimized webflow
Web-based customer service, diagnostics, etc.
Voice AI (Auto-reply)
Voice data handover
Receive call backs
Phone
Chat agent
Collaboration
Hybrid chat
GenAI chatbot (T-GPT)
Chatbot (Auto-reply)
Text data converted from voice/Support log
Web inquiries Behavioral log
CRM
Integrated dashboard
Utilize collected data and visualize problems in real time. Run a PDCA cycle at speed.
Insight BI
CX optimization dashboard

●Hybrid chat service with “trans-AI Chat,” a generative AI chatbot


Before：Standard chatbot
Users need to select options repeatedly
Takes time to solve a problem
After：Hybrid chat with GenAI powered chatbot, T-GPT
Just enter a question to get a response
Auto-reply from T-GPT GenAI chatbot
Handover from bot to chat agent
Seamless handover from bot to chat agent
Hybrid chat reduces time to solve a problem. Boosts satisfaction

Key features of trans-AI Chat, a generative AI Chatbot

① Issues with traditional scenario-based chatbot include operational burden on end-users, making them end the talk during enquiry process. trans-AI Chat swiftly presents the right response in natural language.

② trans-AI Chat summarizes and creates a response referring to multiple business knowledge bases (FAQ, etc.), reducing problem solution time and boosting satisfaction.

③ Traditionally, chatbot response scenarios must be reviewed/updated. Just by updating generative AI knowledge, trans-AI Chat responds to inquiries based on the latest information, raising the bot-service completion rate and reducing operational costs.

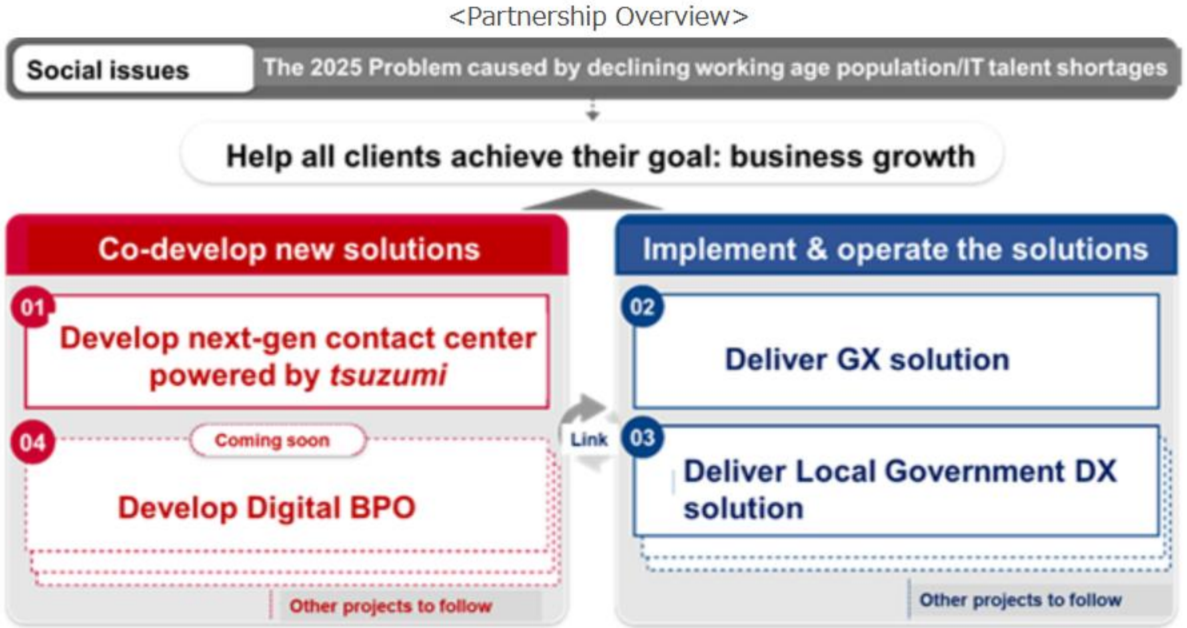
④ These features can be handed over to chat agents seamlessly, offering a consistent support experience to end-users without disruption.

trans-AI Chat coverage	South Korea	Japan	China

Next-gen contact center powered by “tsuzumi,” a large language model

- Signed a strategic business alliance agreement with NTT Com in Digital BPO solutions in this AI age.
- Combining NTT Com’s large language model, tsuzumi and other AI technologies and infrastructures with our advanced know-how and DX talent, delivering unprecedented powerful digital BPO solutions.

Left: Katsushige Kojima, President, NTT Communications Corporation
Right: Masaaki Muta, Representative Director, Co-president, transcosmos inc.



<Partnership Overview>

Social issues The 2025 Problem caused by declining working age population/IT talent shortages

Help all clients achieve their goal: business growth

Co-develop new solutions

01 **Develop next-gen contact center powered by *tsuzumi***

04 Coming soon **Develop Digital BPO**

Other projects to follow

Link

Implement & operate the solutions

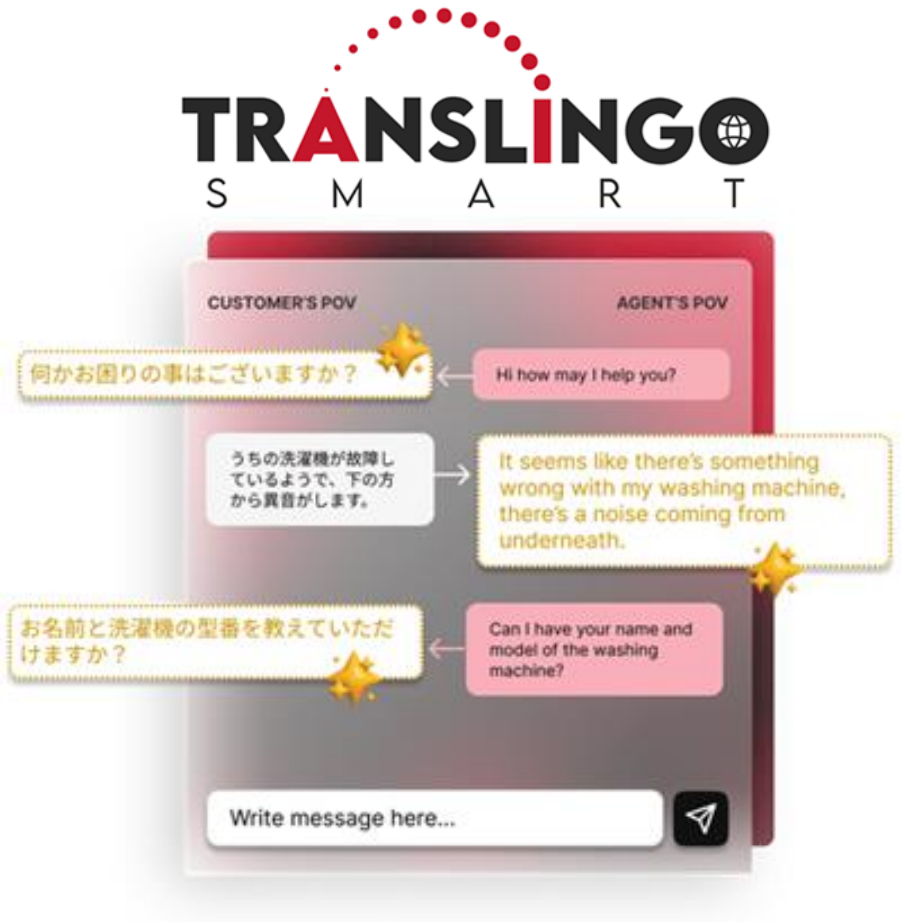
02 **Deliver GX solution**

03 **Deliver Local Government DX solution**

Other projects to follow

Customer service: Launched multilingual chat services with auto-translation features

- Developed “Translingo SMART,” a multilingual chat service that supports as many as 15 languages (as of Jan. 2024) with the power of generative AI. Launched the service in FY2025/3.
- Translingo SMART enables clients to offer multilingual customer support without assigning new bilingual agents, thereby reducing clients’ service costs.



何かお困りの事はございますか？

Hi how may I help you?

うちの洗濯機が故障しているようで、下の方から異音がします。

It seems like there's something wrong with my washing machine, there's a noise coming from underneath.

お名前と洗濯機の型番を教えていただけますか？

Can I have your name and model of the washing machine?

Translingo SMART

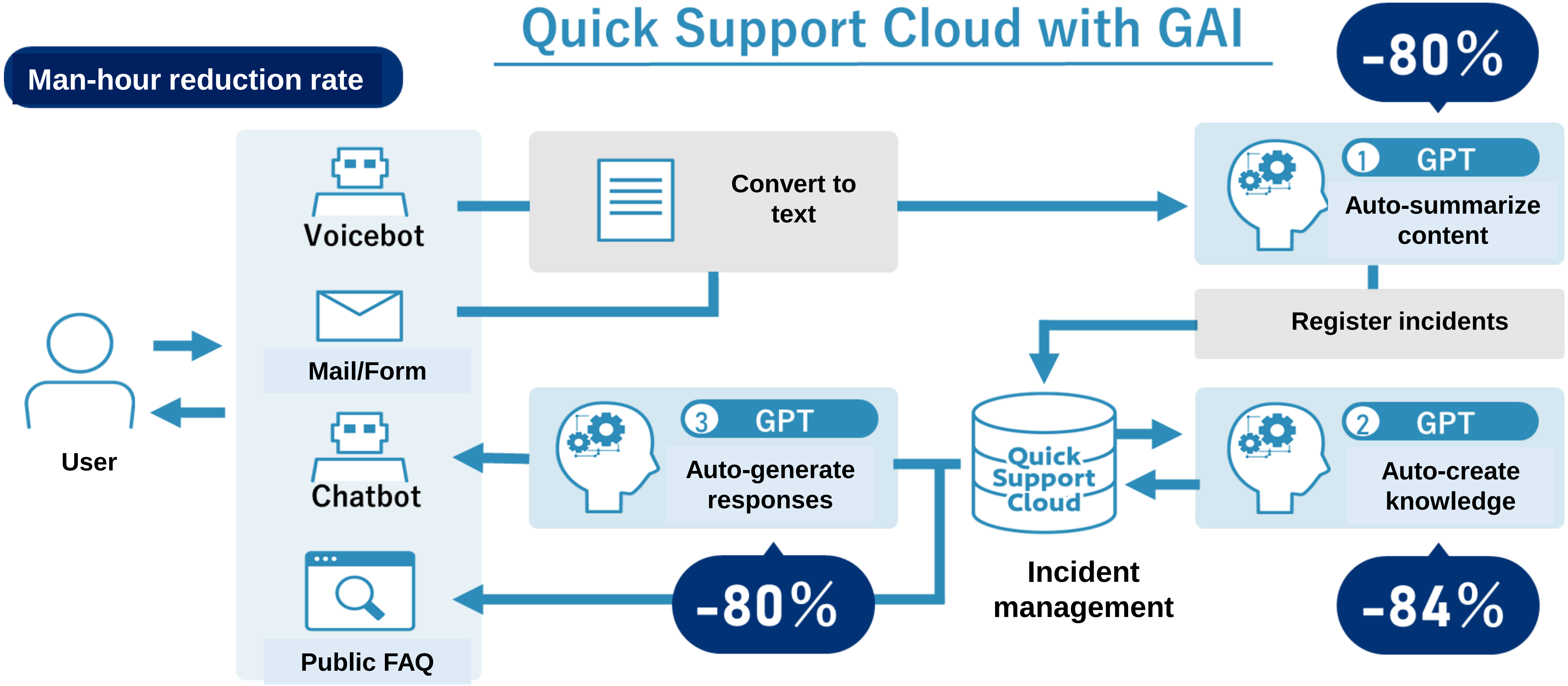
✓Developed in our base in the Philippines

✓Auto-translates both customer and agent’s languages by connecting CRM system with chat features and generative AI via middleware.

✓ Supports 15 languages namely, English, Japanese, Korean, both Simplified and Traditional Chinese, Tagalog, Thai, Vietnamese, Malay, Indonesian, French, German, Spanish, Italian and Portuguese, with more to come soon.

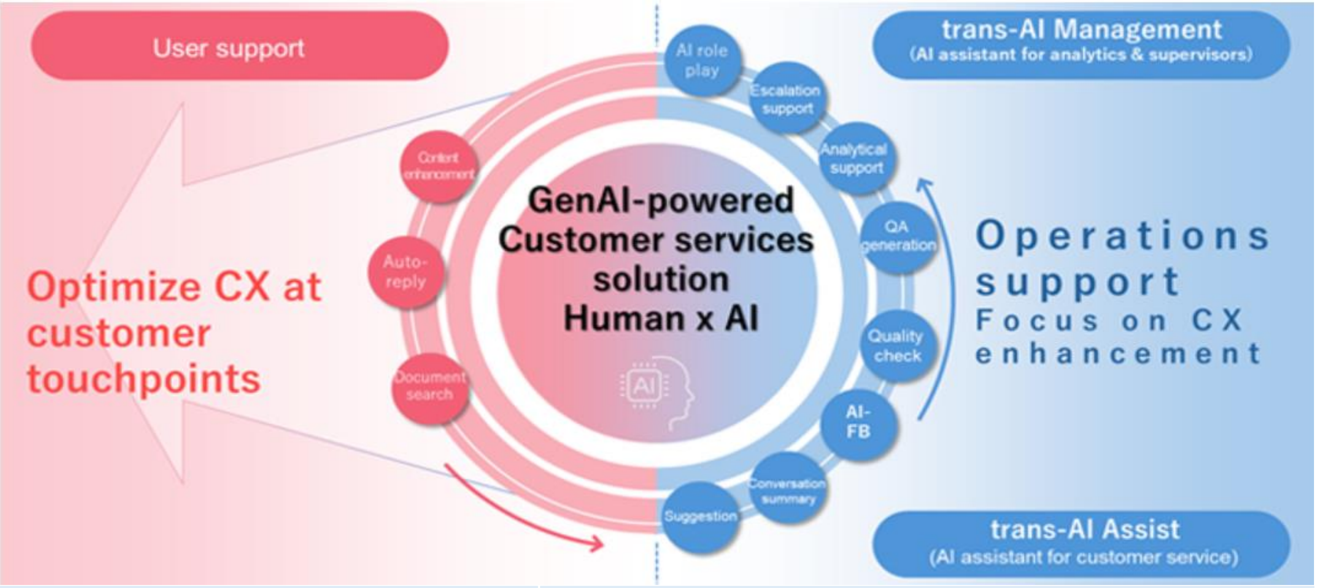
Customer service/Streamline business process: Customer service in IT support tasks and business process optimization

- Developed "Quick Support Cloud with GAI," adopting generative AI in inquiry summarization, knowledge building and chat service areas to "Quick Support Cloud," our platform that manages all inquiries received at support desks. By reducing manual man-hours by 80%, Quick Support Cloud with GAI boosts productivity and ensures stable service quality.
- Currently deploying to our contact centers. Pushing forward to deliver the service to clients.


Quick Support Cloud with GAI
Man-hour reduction rate
-80%
User
Voicebot
Mail/Form
Chatbot
Public FAQ
Convert to text
① GPT
Auto-summarize content
Register incidents
Quick Support Cloud
Incident management
② GPT
Auto-create knowledge
-84%
③ GPT
Auto-generate responses
-80%

Business process optimization: Framework to help contact center supervisors and agents with AI

- **Developed a solution that helps contact center supervisors and agents, and effectively enhances service quality by incorporating generative AI to its contact center management platform. Deploying the solution to CX Squares, its contact centers across Japan in a phased approach.**
- **The solution enables supervisors to reduce time for management tasks and focus on enhancing CX, their core task. It also allows agents to offer stable, quality services and perform related tasks effectively, thereby providing high value-added services.**

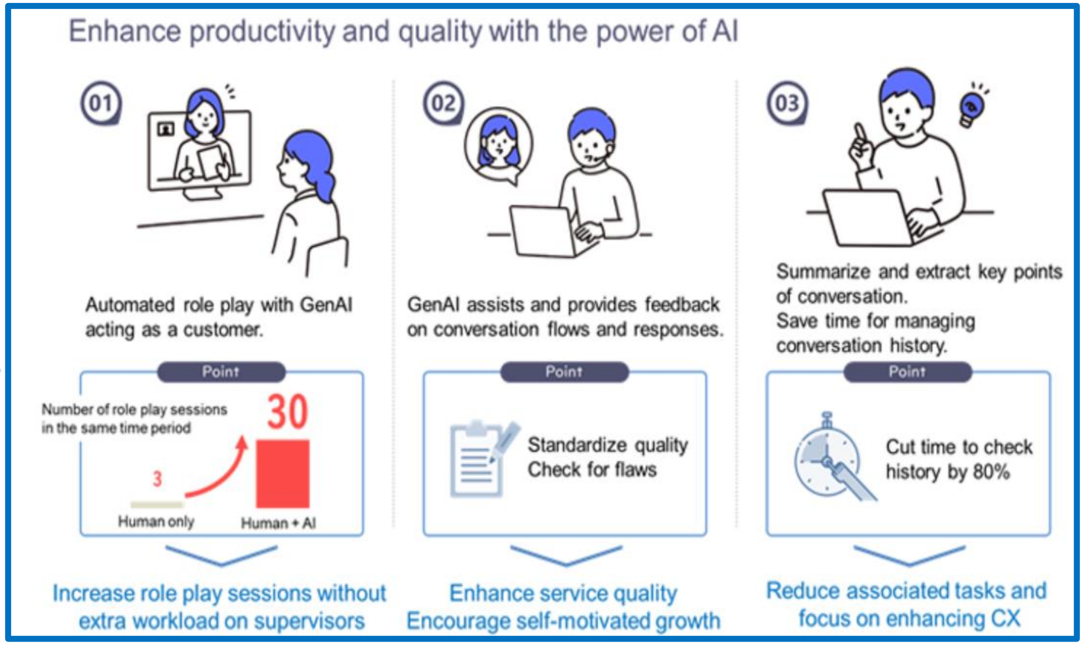

User support
Optimize CX at customer touchpoints
Content enhancement
Auto-reply
Document search
GenAI-powered Customer services solution Human x AI
AI
AI role play
Escalation support
Analytical support
QA generation
Quality check
AI-FB
Conversation summary
Suggestion
trans-AI Management
(AI assistant for analytics & supervisors)
Operations support
Focus on CX enhancement
trans-AI Assist
(AI assistant for customer service)

trans-AI Management (AI for analytics/supervisors)

1. Education AI develops agents
2. Real-time escalation powered by AI
3. AI auto-analyzes support logs and develops overall improvement plan
4. Auto-generates/updates QA.

trans-AI Assist (AI for customer support)

1. AI recommends appropriate knowledge during call/chat to assist agents.
2. AI checks service quality to avoid insufficient/erroneous responses.
3. AI summarizes conversations and creates logs, saving after call work including log management.
4. AI analyzes service logs and auto-extracts points to include in feedback.



Enhance productivity and quality with the power of AI

01 Automated role play with GenAI acting as a customer.

Point: Number of role play sessions in the same time period — Human only: 3; Human + AI: 30

Increase role play sessions without extra workload on supervisors

02 GenAI assists and provides feedback on conversation flows and responses.

Point: Standardize quality Check for flaws

Enhance service quality Encourage self-motivated growth

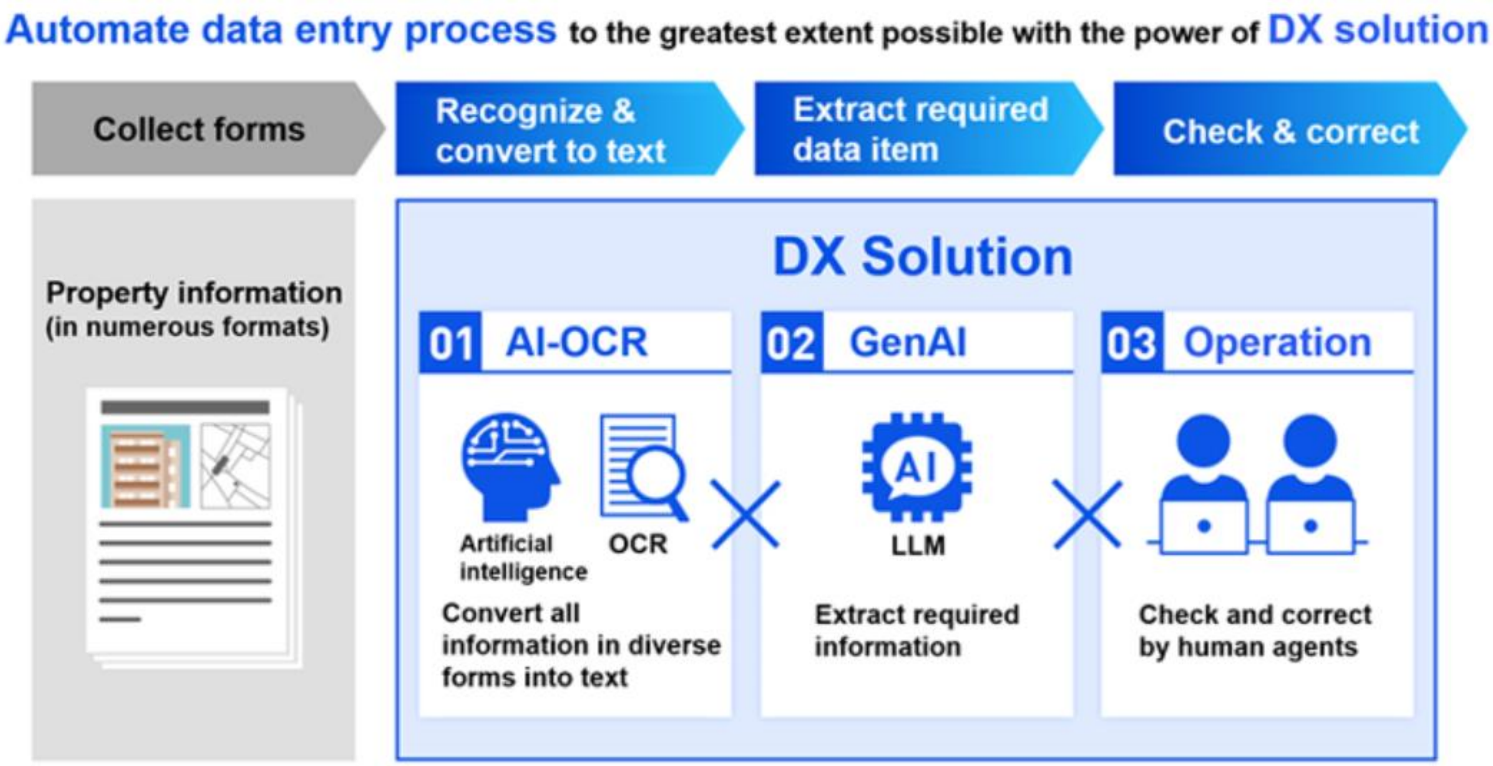
03 Summarize and extract key points of conversation. Save time for managing conversation history.

Point: Cut time to check history by 80%

Reduce associated tasks and focus on enhancing CX

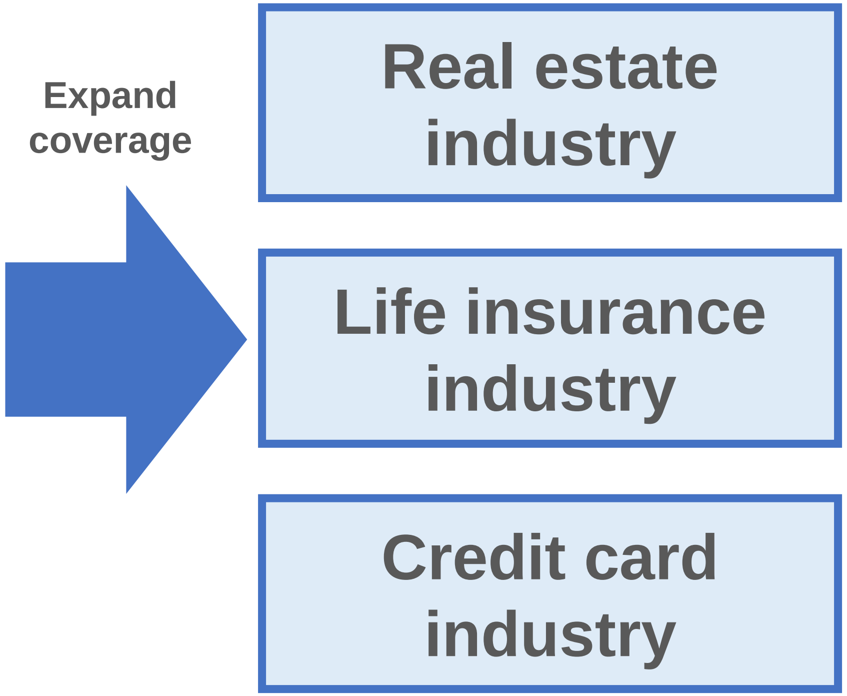
Business process optimization: Promoted DX solution powered by AI-OCR, generative AI, and people

- Developed a DX solution to effectively convert non-standard reports into text by combining the power of AI-OCR, generative AI and people.
- Building on the success with a client in the real estate industry, promoting the solution to other industries that face the same problem.



Automate data entry process to the greatest extent possible with the power of **DX solution**

Collect forms
Recognize & convert to text
Extract required data item
Check & correct
Property information (in numerous formats)
DX Solution
01 AI-OCR
Artificial intelligence
OCR
Convert all information in diverse forms into text
02 GenAI
AI
LLM
Extract required information
03 Operation
Check and correct by human agents



Expand coverage

Real estate industry

Life insurance industry

Credit card industry

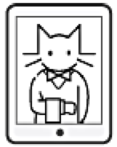
Use of generative AI in communication

- **Consumers increasingly adopt generative AI-powered communication in various purchasing phases such as pre-purchase information gathering, purchasing, and customer support phases.**
- **Today, about 60% of consumers experience generative AI services. Yet, only half are satisfied with the AI service, so needs improvement.**

No more web search
AI collects/summarizes info on the web

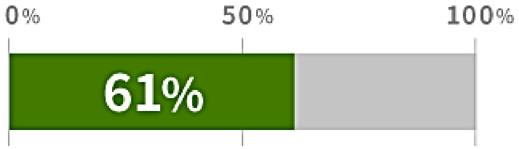
I've got to make a list of options…

AI butler
Sebastian

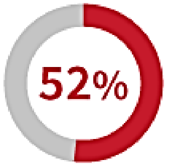


I have selected 3 options and prepared a comparison sheet showing pros and cons in bullet points.

Usage rate
(n=3,829)



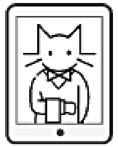
Satisfaction rate
(n=2,337)



No more booking/order placement
AI takes care of all processes

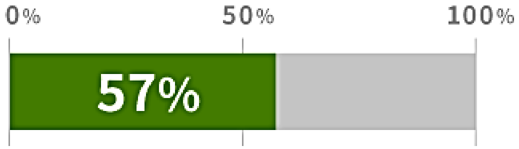
Book a table in the restaurant next Saturday.

AI butler
Sebastian

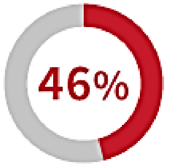


I can book for X number of people from Y o'clock. But you'll be out shopping with your husband at lunch time, would that be okay?

Usage rate
(n=3,829)



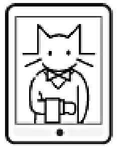
Satisfaction rate
(n=2,185)



No more call centers
AI gives advice as requested

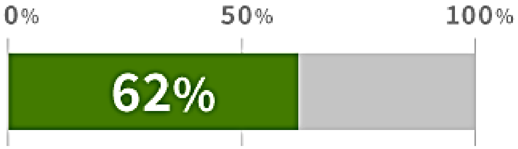
It's too hot! The air conditioner isn't working properly.

AI butler
Sebastian

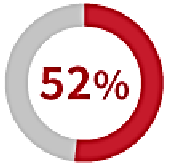


It should work after cleaning it. Check the maintenance guide.

Usage rate
(n=3,829)



Satisfaction rate
(n=2,371)



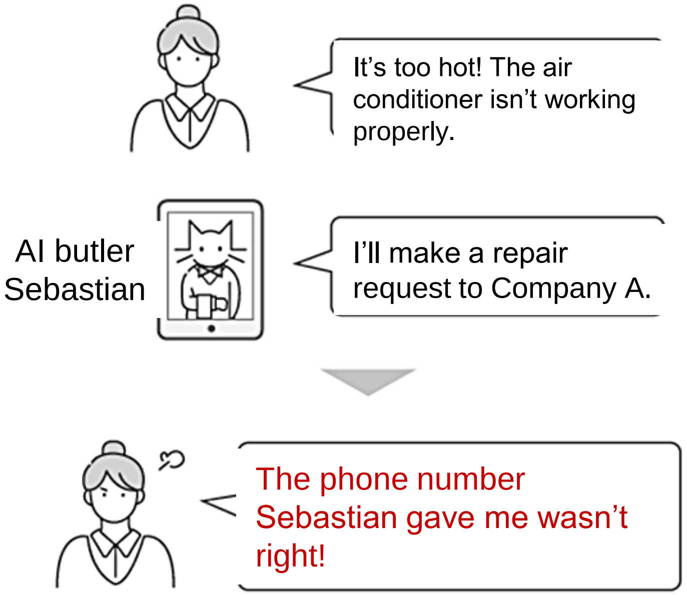
*Source: Consumer to Business Communications Trend Survey 2024-2025 by transcosmos inc.

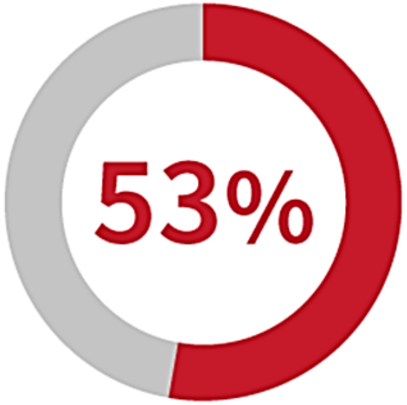
Use of generative AI in communication

- **Automated response using AI generated sentences and voice involves the risk of hallucination (erroneous responses, etc.), however, consumers intent to use AI communication remains high at 53%.**
- **Same as chat services, 50% of consumers want to have hybrid support services such as using both AI and agent support.**

Willingness to use AI-auto service (even taking a risk)

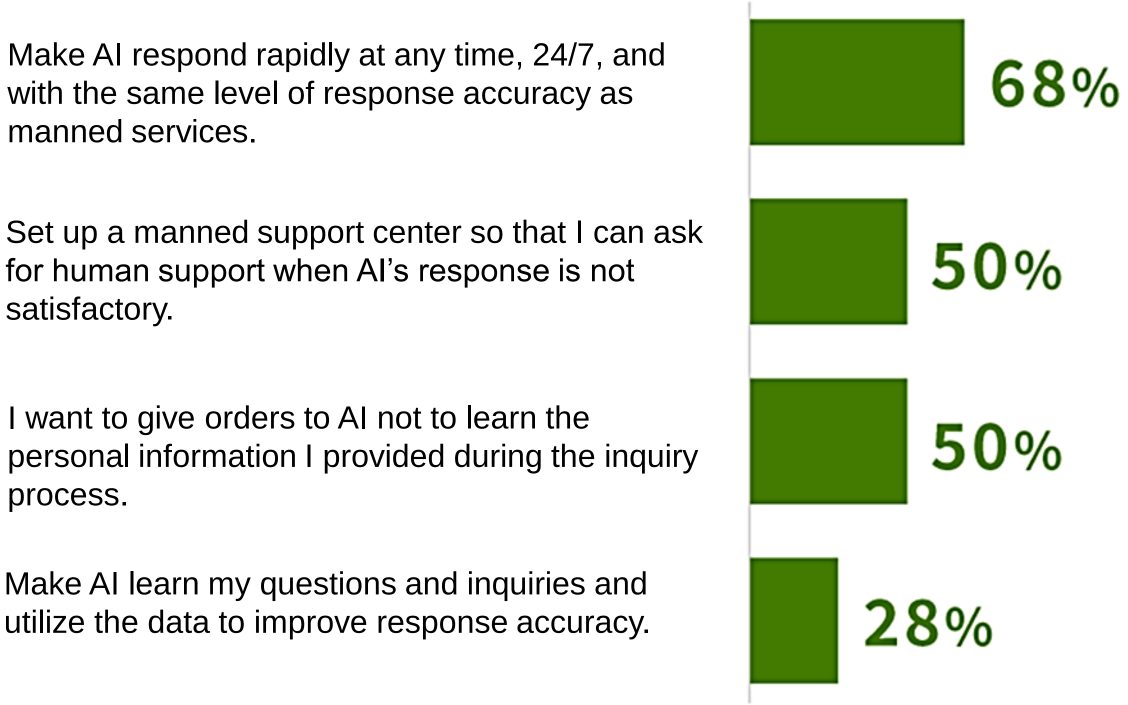
Do you want to use AI auto-response even taking a risk of damage due to generative AI hallucination (erroneous response, etc.)?


It's too hot! The air conditioner isn't working properly.
AI butler Sebastian
I'll make a repair request to Company A.
The phone number Sebastian gave me wasn't right!



Yes, I want to use AI auto-response, even taking a risk

Request for improvement



*Rounded off to the nearest whole number.

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tions Trend Survey 2024-2025 by transcosmos inc.

Digital talent development

- **Developing digital talent to manage various platforms appropriately.**
- **Currently enhancing training programs for developing certified specialists related to Salesforce, AWS, and GCP.**

Salesforce certified members	**AWS certified members**	**GCP certified members**
FY2025/3 Target **670** **(+294)**	FY2025/3 Target **482** **(+327)**	FY2025/3 Target **54** **(+24)**
FY2024/3 **376**	FY2024/3 **155**	FY2024/3 **30**

Notes

- Forward-looking statements included in this document are based on information available on the date of the announcement and estimates based on reasonable assumptions. Actual future results may differ materially from these forecasts depending on Japanese economic conditions, trends in the stock market and information services industry, evolution of new services or technologies, and other diverse other factors. The company assumes no obligation to update or revise any forward-looking statements.
- In this document, yen is rounded to the nearest ten million and the percentage is rounded to the first decimal place.

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