

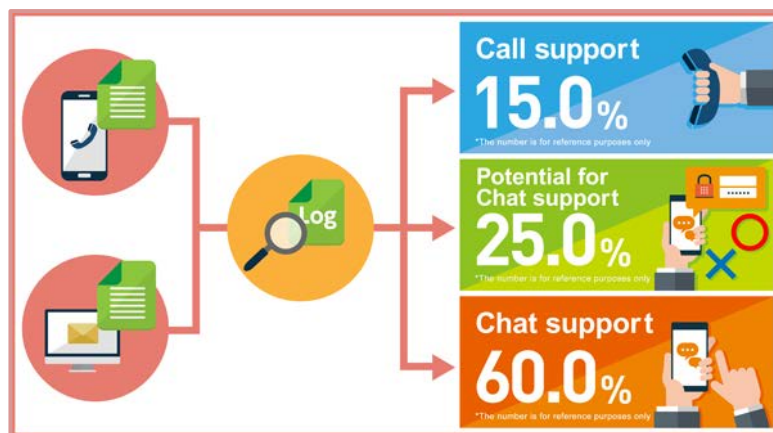
Press Release

August 21, 2017
transcosmos inc.

transcosmos released “Channel Optimization Diagnose Service” and implemented the service for Japan CO-OP Insurance Consumers’ Co-operative Federation

Measures the value digital channel brings to call center operations

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda; TSE First Section: 9715; hereafter, transcosmos) released “Channel Optimization Diagnose Service”, a service which evaluates the expected impact from introducing a chat service to call center operations. Now, the service has been implemented to Japan CO-OP Insurance Consumers’ Co-operative Federation (hereafter, JCIF).



“Channel Optimization Diagnose Service” flowchart (for illustration purposes only)

“Channel Optimization Diagnose Service” is developed for clients who considerate the introduction of digital channel for their contact center operations. The service visualizes a percentage of customer inquiries that could be supported via a chat service among total incoming calls. Based on call logs and released FAQs, the service calculates the ratio of calls that could be supported via a chat (either by human operators or by auto-reply) within total call volume. The service acts as a judging criterion to measure the value of chat support for clients who are not convinced with returns on investment from implementing chat service or have questions or concerns whether chat can satisfy customer needs. The service is available for 150K yen.

“Our role is to improve our services for CO-OP members by ensuring that all incoming calls are adequately supported”, said Mr. Tetsunori Honjyo, Call Center Operations Department, Administrative Division at JCIF. “As communication channels continue to diversify, we were not quite sure how we should mix various channels with our existing call center.

transcosmos’s “Channel Optimization Diagnose Service” clarified how much we could support current phone calls via a digital channel and which channel best satisfies CO-OP members’ needs. The service enabled us to have a clear idea of the value that digital channel brings us and it made us proceed with adding the channel. Going forward, we will continue to actively discuss and implement the most effective communication channel for our members”.

transcosmos has been supporting businesses to better communicate with their customers via multi-channel. By integrating its proven record in customer support via call centers and social media with its knowledge and know-how on digital marketing, transcosmos continues to support clients optimize their communication with customers.

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About transcocosmos inc.

transcocosmos 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. transcocosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost reduction through our 173 locations across 31 countries with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcocosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients’ excellent products and services to consumers in 49 countries around the globe. transcocosmos 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.

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