

Press Release



September 13, 2018
transcosmos inc.

transcosmos helps LAVA, a hot yoga studio, through delivering “Checking Lesson Schedule & Canceling Appointments via LINE” services

Connects “LINE Business Connect” to LAVA’s customer database

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) offered “DEC Connect”, its proprietary API integration platform to LAVA International, Inc. (Headquarters: Tokyo, Japan; President: Takahiko Sumi; LAVA) for LAVA to deliver their new service called “Checking Lesson Schedule & Canceling Appointments via LINE” which launched on September 3, 2018. With this new service, LAVA members can check the latest booking status and cancel their lessons via LINE, the messaging app from communications platform provider LINE Corporation, at any time.



LAVA, the largest hot yoga studio chain in Japan (Source: Pia, September 2015), operates over 380 studios (as of August 2018) and in September 2015, the number of people who took their trial lessons surpassed the 1.5 million mark (as of January 2018). Now, with this “Checking Lesson Schedule & Canceling Appointments via LINE” which utilizes LINE Business Connect, transcosmos aims to help LAVA make their services more user-friendly for their members than ever before.

Using its proprietary API integration platform “DEC Connect” as a hub, transcosmos has connected “LINE Business Connect” to LAVA’s customer database. Users can check the latest booking status and cancel lessons on LINE at any time just by connecting their LINE to their LAVA member ID. What’s more, users can check their current positions on a waitlist simply by tapping a button on LINE and so, they can check if their positions on the list have moved up right away. transcosmos plans to add booking and other helpful features going forward.

■ Service flow (for illustration purposes only)

1. Check booking status.



You can check your current position on a waitlist.

Tap the button to check the latest booking status.

2. Go to booking page, no login required.



Tap the button to access the page for booking your appointment.

3. Cancel your appointment.



Just tap the button to cancel your appointment on LINE.

transcosmos is certified as a 2018 2nd half “Diamond” partner, the highest certification rank for “Sales Partner” in the “LINE Biz Account” category for the “LINE Biz-Solutions Partner Program”, a program by which LINE certifies its sales and development partners of various enterprise services offered by LINE. transcosmos is now certified as the “Diamond” partner for two straight years. As one of the highest-rated partners, transcosmos continues to help clients across a broad range of industries implement and operate LINE-related services, building on its proven implementation record and support experience.

■ About “DEC Connect”

DEC Connect is a communication management platform which helps clients communicate with their customers by suitably combining various communication channels including LINE and Facebook Messenger with clients’ customer data, purchase data, website log and other customer databases as well as with chat solutions like bot and AI. With this platform, clients can send messages to their customers and execute chat-based initiatives without any development. At the same time, its API based design helps clients drastically reduce man-hour to connect various communication channels as well as to set a link to external databases and solutions.

■ About LINE Business Connect

LINE Business Connect is a customizable service for businesses, providing various account features via API. With “LINE Business Connect”, businesses can deliver optimized messages to target users, in addition to sending business to users, one-way messages via traditional business official account. By connecting their own systems with LINE official account with their users’ consent, businesses can also leverage the service as CRM tool and business solutions tool, going beyond the simple messaging tool.

* LINE Corporation does not retain each company’s customer data linked to LINE official account.

* transcosmos is a trademark or registered trademark of transcosmos inc. in Japan and other countries.

* Other company names and product or service names used here are trademarks or registered trademarks of respective companies.

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 172 locations across 32 countries 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 49 countries 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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