

# Press Release

October 5, 2018  
transcosmos inc.

## transcosmos releases “GapFighter,” a brief UX research package for free

### Determine competitiveness of website performance from various evaluation analyses

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) offers “GapFighter,” its proprietary brief User Experience (UX) research package free of charge. The package comprehensively analyzes clients’ websites from various perspectives that include page flow, SEO, and page speed, and submits a comparative research report, comparing the results with clients’ competitors.



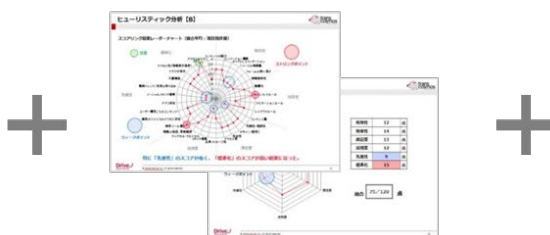
Most website UI and UX report services take time to execute, making it hard for clients to make improvements immediately. On the other hand, “GapFighter” makes possible to submit the report with competitive analysis within a few days after receiving a client’s order. The service identifies negative factors on website performance based on the results of access log analysis, SEO keyword analysis, and page speed analysis in Google Analytics. With “Match up Summary,” one of the services on the package, displays the overview of report results on the brief research report and enables clients to grasp their challenges on the websites. With results of the report, clients can start considering measures for their website improvement in a short period of time. In addition, by combining the package with diverse performance improvement services, clients can identify their challenges and make improvements at one-stop. For the clients that need more detailed results on their website performance, transcosmos will offer a paid “Extensive Research Package” service.

\*Monthly availability for charge-free services is limited.

### ■ Package contents



Matchup Summary



Brief Research Report



Performance improvement service leaflets

transcosmos aims to elevate customer experience by improving usability and efficiency of websites through the integration of its extensive record in corporate website operations, development, and analysis with its expertise and know-how in digital marketing whilst driving the optimization of business to customer communication.

\* 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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