

# Press Release



December 19, 2018  
transcosmos inc.

## transcosmos assists Saishunkan in implementing “Skin Care Counselling Services by LINE”

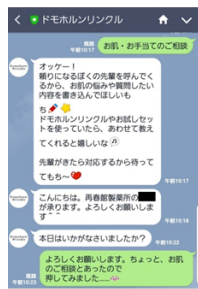
**Click rate increased up to 17.9 times higher than email and repeat customers who came back in the following month grew 3.4%**

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) offered “DEC Connect,” its proprietary API integration platform, to the official LINE account of “Domohom Wrinkle” operated by Saishunkan Pharmaceutical Co., Ltd. (Headquarters: Kumamoto Prefecture, Japan; President: Masaaki Nishikawa; Saishunkan). About 6 months after the launch of “Skin Care Counselling Services by LINE” in February 2018, the new services achieved significant performances. Compared to pre-launch, the ratio of repeat customers – customers who came back in the following month – increased 3.4%, purchase unit price went up 500 yen in average in the following month, and click rate increased up to 17.9 times higher than that of email.



Recognizing the recent shift in customers’ purchase channels from traditional calls to the internet, Saishunkan decided to further utilize LINE and launched customer support services on LINE with the aim to have two-way communication with customers whilst maintaining high service quality in the digital channel. In addition to opening a instant counseling chat service (open from 9:00 a.m. to 6:00 p.m. from Monday to Friday excluding holidays), Saishunkan delivers messages, invite customers to their FAQ page, and offers an ID link function to their existing customers on the “Domohom Wrinkle” LINE official account. As a result, Saishunkan saw an increase in most of their performance metrics that include repeat rate, purchase amount, total reach, and click rate. With the combination of email and LINE, total reach increased 145% with total reach by email service being 100%.

[1] After chat counselling, repeat rate & purchase amount increased



- After chat counselling
- Next month repeat rate **Up 3.4%**
  - Next month purchase amount **Up 500 yen (average)**

[2] More click rate & conversion rate than email



- Ave. click rate: **5.3 to 17.9 times**  
Ave. 3% < **16%** (max: 53.8%)
- Message conversion rate: **1.38 times**  
Ave. 1.3% < **1.8%**
- Daily counselling requests: **1.71 times**  
Ave. 7 or less < **12 or more**

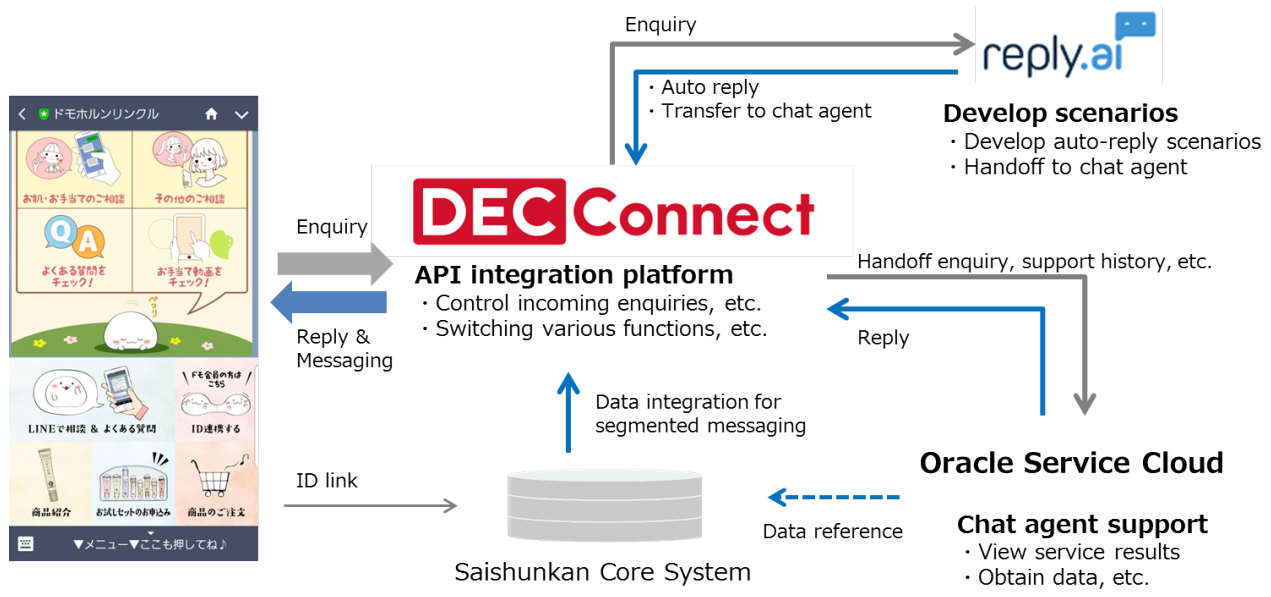
[3] ID link campaigns boosted repeat customer conversion rate



- Existing customers (ID linked)
- Next month repeat rate: **Up 2%**

In order to help Saishunkan implement the services, transcosmos created bot scenarios and built a system that enables chat agent services. “DEC Connect,” its proprietary API integration platform acts as a hub for the system and connects LINE Messaging API to “Reply ai,” a bot-building platform by Reply, Inc., transcosmos’s partner in the U.S., and “Oracle Service Cloud”, enabling the system to support Saishunkan’s customers on LINE. Based on the developed scenarios, “Omochi-chan,” Saishunkan’s LINE sticker character, welcomes customers as the first customer contact point and encourages customers to ask any question they have via a casual chat. “Omochi-chan” then escalates enquiries to Saishunkan’s chat agents so that they can solve customers’ concerns whilst building trust and nurturing a relationship with customers.

■ System workflow (for illustration purposes only)



transcosmos was the first to develop the LINE Business Connect-based platform which enables businesses to run one-to-one marketing and has an extensive record and experience in supporting businesses to leverage LINE. transcosmos is certified as a 2018 2nd half “Diamond” partner, the highest certification rank for “Sales Partner” in the “LINE Account Connect” category under 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 certified as the “Diamond” partner

for the second straight year.

With a team of 100 AI strategists with a wealth of experience, transcosmos has been offering bot-related services ranging from designing & building bots to tuning bot operations all in one stop. Building on the team's knowledge and experience, transcosmos continues to help clients across a broad range of industries implement and operate LINE-related services.

(\*)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 link to external databases and solutions.

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#### **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 31 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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