

Press Release



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transcosmos inc.

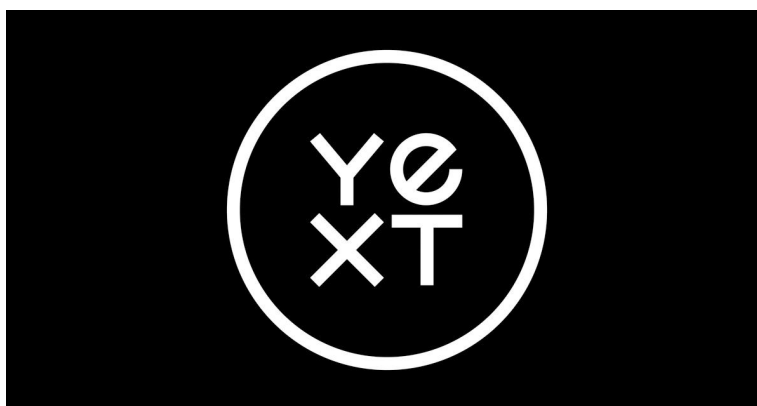
transcosmos starts offering Yext to help businesses deliver accurate information online

A dedicated Yext team offers comprehensive services from development, to operations, to customer support.

Assists businesses acquiring new customers whilst converting existing customers to loyal customers.

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) began offering Yext, the platform for Brand Verified Answers in search, through Yext Japan K.K. (Headquarters: Tokyo, Japan; Chairman and CEO: Eiji Uda). Accordingly, transcosmos formed a dedicated Yext team that provides comprehensive services for Yext ranging from development, to operations, to customer support.

Visit here and check how transcosmos operates Yext (Japanese only): <https://bit.ly/31hM4WV>



Every day consumers search for answers about businesses via various channels including social networking services, map apps, and more, on top of search engines. Especially since “local search,” or any online search aimed at finding something within a specific geographic area, has gained popularity, consumers today consider available options and decide their next action based on the online search results more than ever before. Given this trend, it is critical for businesses that operate physical stores to provide accurate customer-facing information about their stores on every possible channel to meet the expectations of today’s consumers. Insufficient information management leads to a lower visibility in search results and in turn causes a significant missed visit opportunity. What’s more, negative user reviews and irrelevant or misinformation will damage their brand reputation materially. Although businesses recognize the need, they face a challenge in keeping all required information up-to-date as doing so requires massive operational resources as well as highly skilled specialists for each channel.

In order to solve their challenge, transcosmos put eyes on the Yext platform, which has the ability to manage and provide accurate information about businesses, and decided to offer it to businesses who want to be in control of the facts about themselves online. With Yext, businesses can provide verified answers across all channels, whether on Google My Business and other Google services, Apple, Facebook or other digital services, as well as provide and organize their information via these channels on a single platform. Ultimately, Yext helps businesses enhance their brand reputation and drive store traffic and revenues by providing verified information via ever increasing consumer touchpoints.

The new dedicated Yext team will develop and deliver operational methods that make the most of Yext whilst

deploying strengths of transcosmos — specifically, proactive customer communication and review monitoring services to Yext operations in order to enhance businesses' customer support services by leveraging user reviews, etc. transcosmos will optimize and maximize customer experience by making its agents, the experts in customer care services, communicate the most appealing information to each customer. Ultimately, transcosmos will contribute to clients in acquiring new customers as well as converting existing customers to loyal customers.

"I am delighted to have transcosmos as our solution partner," said Mr. Eiji Uda, Chairman and CEO of Yext Japan K.K. "transcosmos has various proven records in the digital marketing and social media industries. I am confident that together we can assist many customers to achieve their digital transformation."

transcosmos will develop and deliver solutions that help businesses drive customer traffic via Yext by leveraging transcosmos's collective know-how it has built in operating call centers, business process outsourcing (BPO) services, social networking services, and digital promotion businesses, and ultimately help clients expand sales.

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* Other company names and product or services 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 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, transcosmos provides a comprehensive One-Stop Global E-Commerce services to deliver our clients' excellent products and services in 48 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.

<https://www.trans-cosmos.co.jp/english/>

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