

# Press Release

June 27, 2019  
transcosmos inc.

## transcosmos starts developing Japan's first full-blown contact center app powered by blockchain

### Joined "Jasmy Initiative" with the aim of utilizing customer data securely and effectively whilst providing customers more control over their own data

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) joined "Jasmy Initiative," an initiative advocated by Jasmy Incorporated (Headquarters: Tokyo, Japan; President and CEO: Kazumasa Sato), and began preparations for developing Japan's first full-blown contact center application powered by blockchain technology and conducting verification experiments to test the application with Jasmy and other "Jasmy Initiative" member companies. Specific time of delivery, verification experiments and commercial release of the application will be announced in due course.



In December 2018, transcosmos and Jasmy began exploring the possibility of creating a joint contact center platform business that applies new blockchain technology and IoT through the realization of potential synergies between their respective knowhow, technologies and development capabilities. After forming the partnership, transcosmos joined "Jasmy Initiative," an initiative established by Jasmy with the aim of promoting the use of Jasmy IoT platform and began preparations for developing the application and conducting verification experiments in order to make the next-gen contact center a reality. Together with other "Jasmy Initiative" member companies, transcosmos is now making efforts to develop the application and conduct verification experiments with the aim of delivering the next-gen contact center.

#### ■ Needs and major challenges that must be addressed in the contact center business

- (1) Improve the quality of customer communication whilst reducing time and other workloads spent for customer enquiries
- (2) Utilize contact center data (call logs and support histories) produced through customer communication
- (3) Manage and operate ever-accumulating communication data safely and securely

#### ■ Key features of the contact center application

- Customers will have control over their call logs and support histories that are typically managed and stored on contact center servers
- Customers can retain their data safely and securely by using decentralized processing and other blockchain technologies
- As a result, customers no longer need to explain their past contact histories and situations every time they contact a contact center
- Contact centers (or businesses) no longer need to retain personal information more than necessary. They can confirm the data only when necessary upon customers' consent, and return the data, including the updates, after serving customers
- Contact centers can utilize customers' de-identified data upon customers' consent
- Customers can receive more comprehensive services by presenting their log data not only to one company but to multiple companies as well as reduce time for explaining their past contact histories and situation repeatedly.

## ■ Planned verification experiment overview

With the aim of delivering a safe and secure basic contact center environment that customers can trust, “Jasmy Initiative” member companies will research, discuss and verify the application from various perspectives prior to its full-scale service release. The discussion topics cover diverse areas that include the optimal and smooth communication scheme, personal data handling, solutions to tackle costs of communication, a way to enable both businesses and customers to mutually utilize the communication data, and more. Specific time of delivery, verification experiments and commercial release of the application will be announced in due course.

As the leading contact center outsourcing services company, transcosmos promotes the use of cutting-edge technologies at contact centers. With the aim of making the next-gen communication a reality, transcosmos continues to create success cases by combining its various operational know-how accumulated in operating contact centers. Going forward, transcosmos will continue to develop new services and in turn help clients further improve their customer experience.

### ● About “Jasmy Initiative”

Under “Jasmy Initiative,” companies that endorse the data democratization advocated by Jasmy, offer safe and secure services and IoT devices via “Jasmy IoT Platform” by Jasmy, and engage in activities including designing, proof of concepts, verification experiments, information exchange in order to build a business that will bring benefit to society. Its ultimate goal is to spread, promote and educate the idea of user-centric, democratic data utilization, in other words, bring democracy into data usage.

### ● About Jasmy Incorporated

Jasmy Incorporated develops and delivers IoT platforms. The internet of things does and will drastically transform people’s lives including the four basic needs of our livelihood, namely, “food, clothing, shelter and transportation.” Our mission is to deliver a platform that lets everyone use “things” easily, safely and securely. As it stands, the vast majority of your precious data produced in your daily lives is in the hands of a limited number of enterprises. One of the goals of Jasmy platform is to bring back data ownership to the original owners of the data and let them use their personal data safely and securely. With the aim to achieve this goal, Jasmy will turn our innovative ideas into action and merge blockchain technology into IoT in order to develop a platform for customers across industries and sectors. Jasmy team, consisting of members with a wealth of experience in their respective fields, that spans across diverse areas including electronics, mechanics, telecommunications, devices, system integration and designing, continues to deliver IoT platforms that are optimized for each individual customer around the world.

### (Jasmy Incorporated corporate profile)

Corporate website: <https://www.jasmy.co.jp/>

Location: A, RE, A Shinagawa, 1-9-36, Konan, Minato-ku, Tokyo, 108-0075 Japan

Founded: April 5, 2016

Business: Delivery of IoT platform and solutions

\* JASMY is a registered trademark of Jasmy Incorporated.

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

\* 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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