

**Resona Bank, in partnership with transcosmos, applies “process mining” to corporate website**

Resona Bank (President: Kazuhiro Higashi) and transcosmos inc. (President: Masataka Okuda; transcosmos) hereby announce that the two companies will apply process mining\*1 to Resona Bank’s corporate website from April, 2020, with the aim of offering a more customer friendly website experience than ever before.

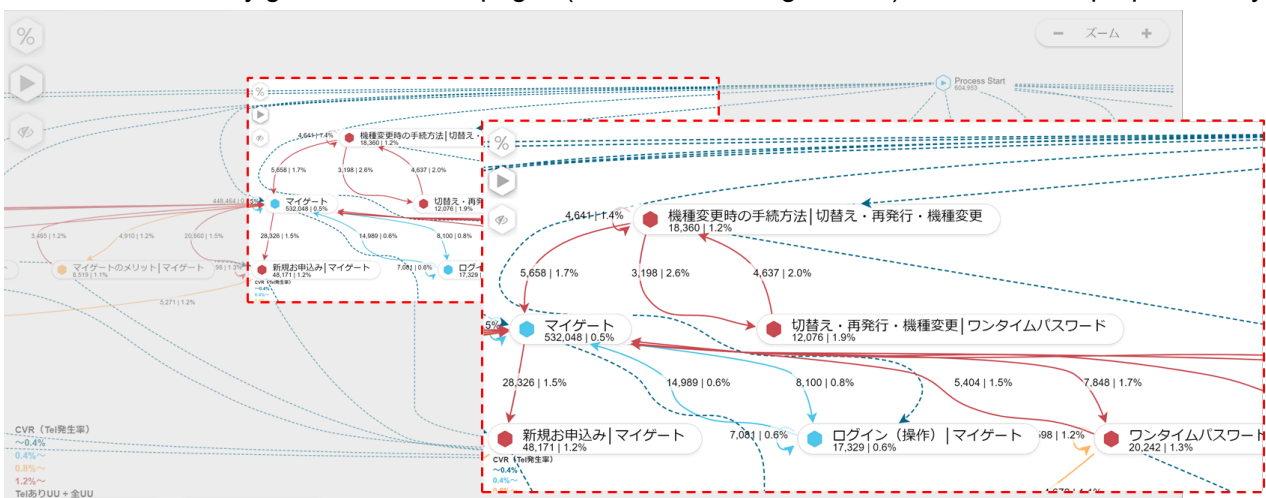
\*1 Process mining is an analytics methodology designed to automatically visualize business processes and identify problems by analyzing a vast amount of event logs.



- Two companies will offer an easy-to-navigate, easy-to-search website for Resona Bank customers  
With the power of process mining techniques that automatically visualize website access logs\*2, the two companies will identify web pages that are not customer-friendly and then upgrade the pages at speed (the process has been tested and proven to be successful). With this process in place, Resona Bank, in collaboration with transcosmos will deliver easy-to-use corporate web pages for Resona Bank customers.

\*2 Website access logs used for process mining are Google Analytics data which do not contain any personal information.  
<https://www.resonabank.co.jp/util/sitepolicy.html#ga>

**[Customer flow on my gate related web pages (overview & enlarged view): for illustration purposes only]**

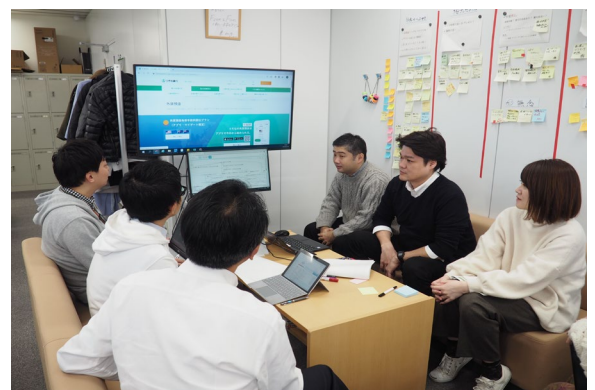


**Resona Bank and transcosmos collaborative scheme**

Resona Bank and transcosmos have been collaborating in building Resona Bank’s corporate website and have a collaborative office. There, the collaborative team engages in multiple active discussions and executes end-to-end processes that range from content planning to page upgrades with the aim of offering Resona Bank customers a new service experience via the website.

Going forward, two companies will further leverage this collaborative scheme to collaborate in online advertising, call centers and more, in addition to creating the Resona Bank corporate website. Ultimately, the companies seek to deliver successful digital initiatives more than ever before.

**[Members engaged in a team meeting]**



**【Corporate overview】**

Company name	Resona Bank Limited.
Headquarters	2-2-1, Bingomachi, Chuo-ku, Osaka city, Osaka 540-8608
Representative	President and Representative Director Kazuhiro Higashi
Website	<a href="https://www.resona-gr.co.jp/holdings/english/index.html">https://www.resona-gr.co.jp/holdings/english/index.html</a>

Company name	transcosmos inc.
Headquarters	3-25-18, Shibuya, Shibuya-ku, Tokyo 150-8530
Representative	President & COO Masataka Okuda
Website	<a href="https://www.trans-cosmos.co.jp/english/">https://www.trans-cosmos.co.jp/english/</a>

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