

Press Release



April 16, 2020
transcosmos inc.

transcosmos releases “Automated Call Answering Service” with the power of speech recognition & intent inference algorithms

Helps businesses further utilize call logs for marketing whilst reducing call agents’ workload

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) released an “automated call answering service” that utilizes “BEDORE Voice Conversation,” a voice conversation engine powered by speech recognition and intent inference algorithms by BEDORE Inc. (Headquarters: Tokyo, Japan; Representative Director: Yusuke Shimomura; Parent company: PKSHA Technology Inc.).



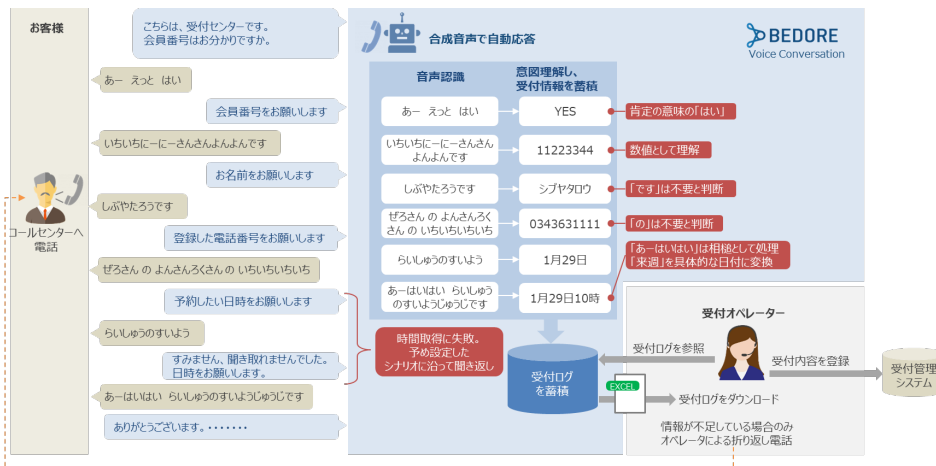
Even with an increase in customers that use chat and other non-voice channels to make inquiries on businesses, the ratio of traditional channel usage like phones and corporate official websites (PC) remains high. With the aim of cutting personnel costs for call receptionist jobs and streamlining operations, transcosmos has developed “automated call answering service” powered by speech recognition and intent inference algorithms.

For the service platform, transcosmos has adopted “BEDORE Voice Conversation (*1),” a voice conversation engine powered by speech recognition and intent inference algorithms. Building on both BEDORE’s knowhow of automated chat and voice conversation that utilizes algorithms they have developed to date, and transcosmos’s knowledge of inquiry data analysis, transcosmos has successfully developed the service that responds to customer call inquiries automatically with a synthesized voice, thereby closing incoming calls without any human agent intervention.

transcosmos intends to offer this service primarily for businesses that receive seminar and event entry requests via call and for e-commerce and mail order companies that receive and place product orders via the channel.

In addition, clients can edit call scripts and scenarios, and modify and tune speech rate on a regular basis to run the Plan-Do-Check-Action (PDCA) cycle to continuously upgrade the service. What’s more, there’s no need for large-scale development for clients to start using the service. All they need is transfer incoming calls from their existing interactive voice response (IVR) flow to the number for “automated call answering service,” then the service will be implemented and ready in a minimum two weeks’ time.

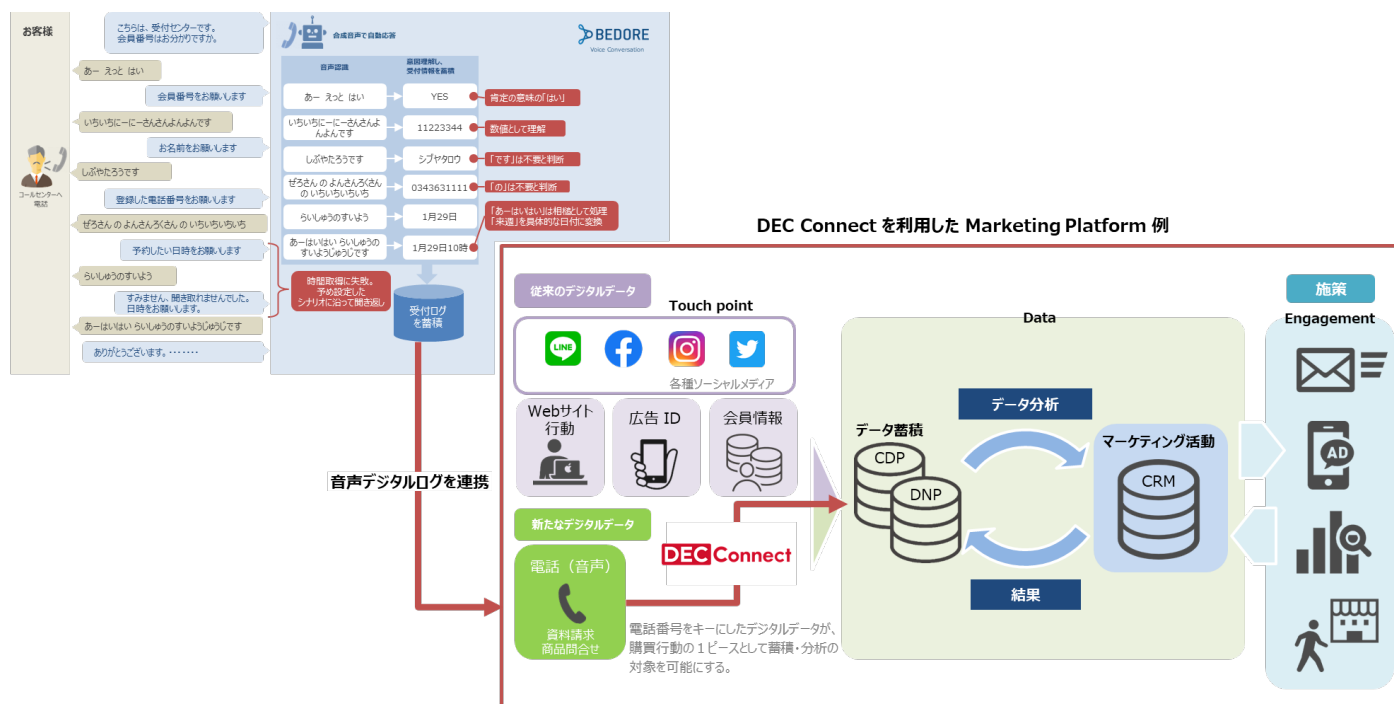
<Service framework for receiving seminar entry request (for illustration purposes only)>



By deploying this new service together with “DEC Connect (*2),” transcocosmos proprietary API integration platform, clients can connect the service with their existing systems thereby integrating call logs with customer behavioral data on websites and LINE. Ultimately, the service lets clients run marketing campaigns based on all available customer behavioral data.

<Utilize customer behavioral data (for illustration purposes only)>

Based on call logs, the service allows clients to send seminar entry confirmation messages, follow-up messages after the seminar and more.



(*1) About “BEDORE Voice Conversation”

BEDORE Voice Conversation is a voice conversation engine that is designed to close call inquiries, requests and other customer calls on behalf of human agents. Unlike traditional speech recognition which can only convert speech to texts, the engine has the ability to infer user intention, extract only the necessary messages based on the context, and automatically adjust recognition errors to close the call. Users can download the call reception logs. In addition, BEDORE Voice Conversation offers voice data of received customer inquiries so that users can confirm the original inquiries if there is any inaccuracy in the voice conversation engine recognition.

(*2) 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 transcocosmos inc.

transcocosmos 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. transcocosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 171 bases across 30 countries/regions with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcocosmos provides a comprehensive One-Stop Global E-Commerce

services to deliver our clients' excellent products and services in 49 countries/regions 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/>

About BEDORE

BEDORE was established in October 2016, as a subsidiary of PKSHA Technology Inc. With the vision to "create software which understands human language," BEDORE provides an all-purpose conversation engine as well as various natural language analytics solutions powered by natural language processing and machine learning technologies. For its exceptional Japanese language recognition ability that accurately understands users' questions, and its dashboard that has become increasingly sophisticated through lengthy practical usage, the conversation engine has gained a high reputation among customers. The conversation engine now empowers many companies, primarily large enterprises. Leveraging natural language processing technology, BEDORE also offers solutions that detect and identify key elements from texts and knowledge support solutions that work in tandem with speech recognition.

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