

# Press Release



April 20, 2020

transcosmos inc.

transcosmos online communications inc.

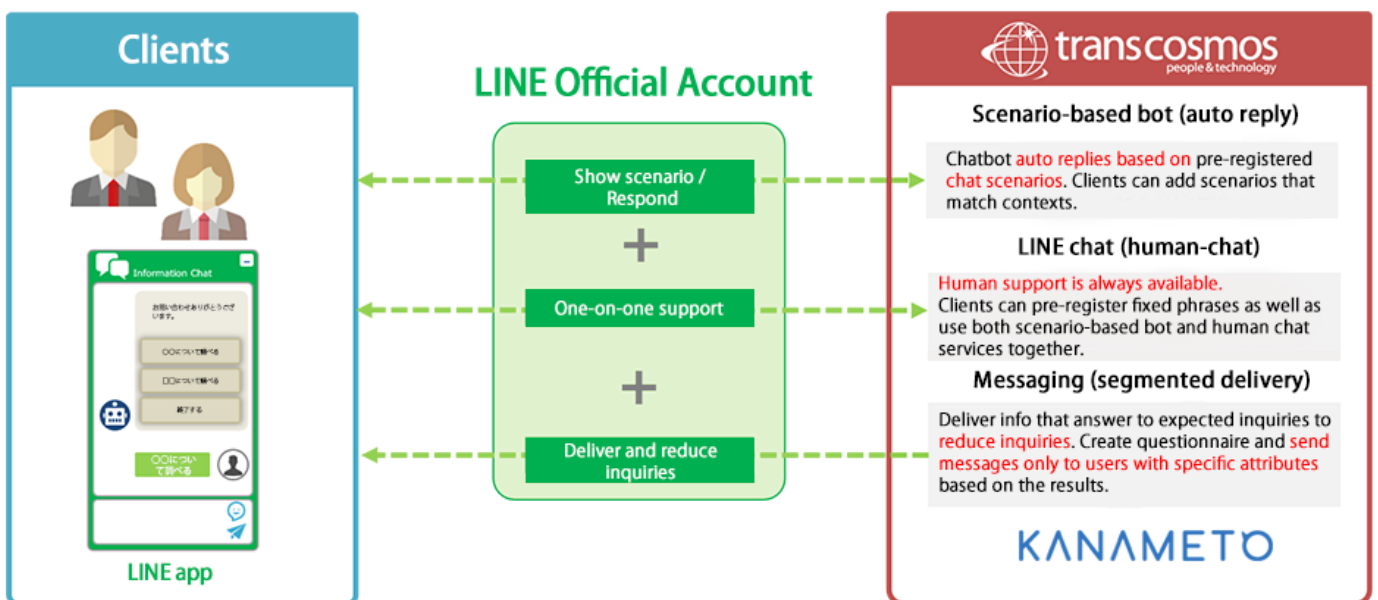
## transcosmos and transcosmos online communications co-develop a LINE-powered BCP package for contact centers

### The Package utilizes LINE as customer support channels, offers emergency chatbot services

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) and transcosmos online communications inc. (Headquarters: Tokyo, Japan; President: Hiroshi Kaizuka) hereby announce that the two companies have co-developed a LINE-powered Business Continuity Planning (BCP) package designed for contact centers to address natural disasters and infectious disease outbreaks. The package enables businesses to offer emergency chatbot services via LINE.

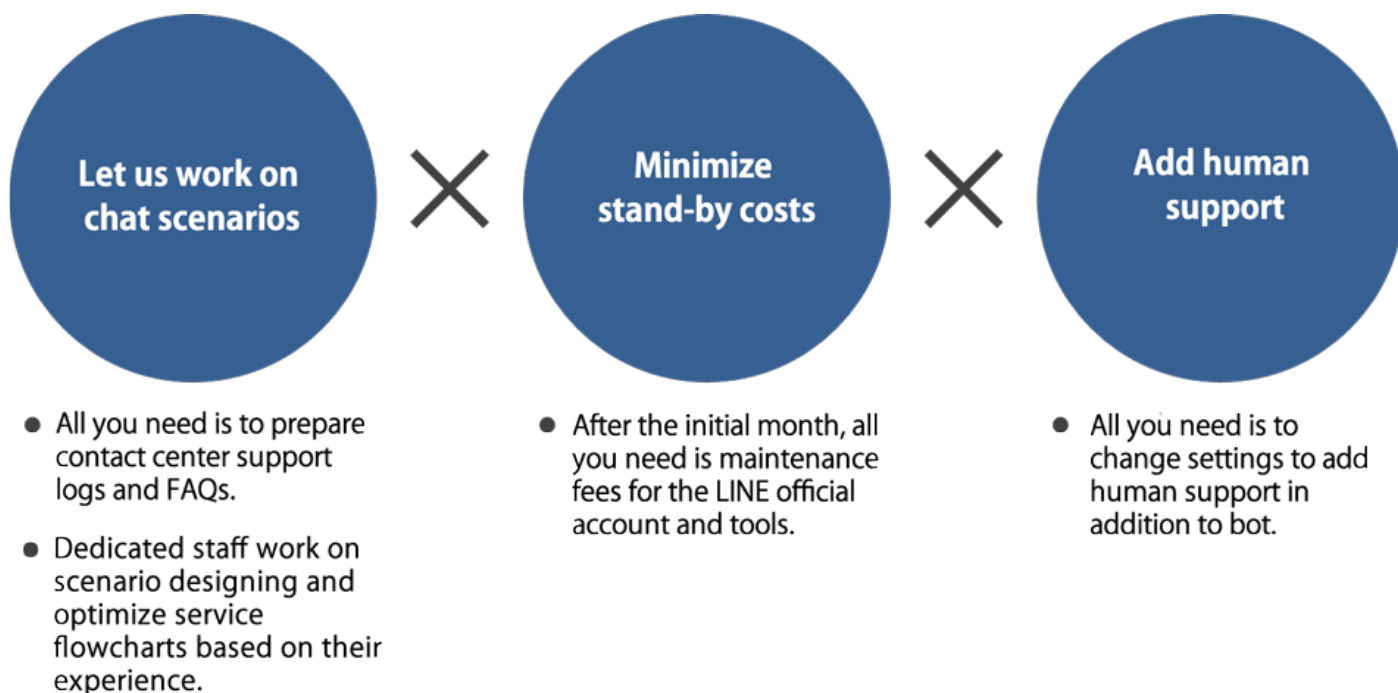
Given that contact centers that respond to customer inquiries play a critical role in the BCP, businesses have been pushing for an “area-decentralization,” which is to decentralize contact center locations. Yet, the market participants started becoming aware that such area-decentralization alone cannot sufficiently handle customer inquiries during a global pandemic and other emergency situations. Against this backdrop, transcosmos and transcosmos online communications have jointly developed a LINE-powered BCP package designed for contact centers with the aim of driving “channel-decentralization” by utilizing LINE as a contact center channel in addition to phones and emails.

By connecting LINE official account and KANAMETO in advance, **emergency chatbot services let businesses swiftly open support channels via LINE** in time of emergency.



(1) Reduce “man-hours” by using bot (2) “One-on-one support” by human-chat (3) “Reduce inquiries” by messaging Prepare LINE official account and KANAMETO in advance and setup channels at speed in time of emergency.

By connecting clients' LINE official account with the customer support tool "KANAMETO (\*)" in advance, the BCP package allows them to set up a chatbot channel via LINE swiftly in case of emergency. With chatbot (auto reply) features in place, clients can provide customers with first response in situations where it is difficult to help customers immediately by calls or emails. Chatbot gives businesses an additional advantage, enabling them to set up an emergency customer support center with less man-hours within a shorter timeframe than opening a traditional call-based contact center. All necessary preparations such as designing chat scenarios and service flowcharts, preparing required knowledge, designing and building a chatbot will be done by transcosmos.



#### ■ Background

Due to the outbreak of the novel coronavirus (COVID-19), business continuity planning (BCP) has become more important than ever before. According to "2017 Survey report on business continuity and disaster management planning status of Japanese companies" published by the Cabinet Office, Government of Japan, 81.4% of large enterprises and 46.5% of small and medium enterprises responded that they have "already developed BCP" or are "currently developing BCP" as of 2017. With regard to risks that businesses have assumed in preparing their plans, 98.1% cited earthquakes followed by infectious diseases such as a novel influenza virus at 69.1%.

(\*) "KANAMETO" is a LINE messaging tool developed and offered by transcosmos communications inc., a joint-stock company between transcosmos, LINE Corporation and salesforce.com Co., Ltd. Equipped with a questionnaire feature, KANAMETO enables businesses to deliver segmented messages based on user attributes collected via this feature in addition to a chatbot feature to have one-on-one chat communication with multiple LINE users simultaneously. By adding a new feature to integrate KANAMETO with Salesforce Service Cloud in October 2019, it became easier to visualize customer service performance and to perform analysis to increase productivity. Through the offering of diverse services that range from LINE marketing to customer support, transcosmos and transcosmos communications help local governments and businesses communicate with consumers.

\* Company names and product or services names used here are trademarks or registered trademarks of respective companies.

#### **About transcosmos online communications inc.**

transcosmos online communications inc. was founded in May 2016 as a joint-stock company between transcosmos inc. and LINE Corporation. In October 2017, the company received investment from Salesforce Ventures, an investment arm of salesforce.com, Inc. transcosmos online communications aims to deliver diverse solutions and services that build a better and stronger relationship between businesses and users through leveraging LINE's platform user base and transcosmos's sales and development capabilities. The company's ultimate vision is to make their communication platform a new de facto standard for communication between businesses and users. Visit us here (Japanese only): <https://transcosmos-online.com/>

**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 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, transcosmos 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/>

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