

# Press Release



April 28, 2020

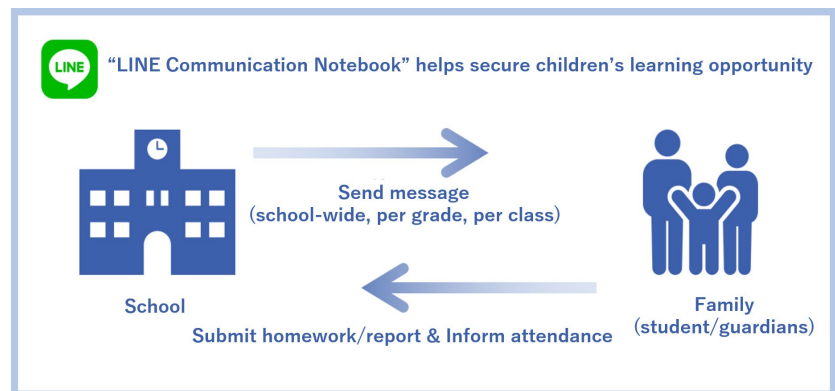
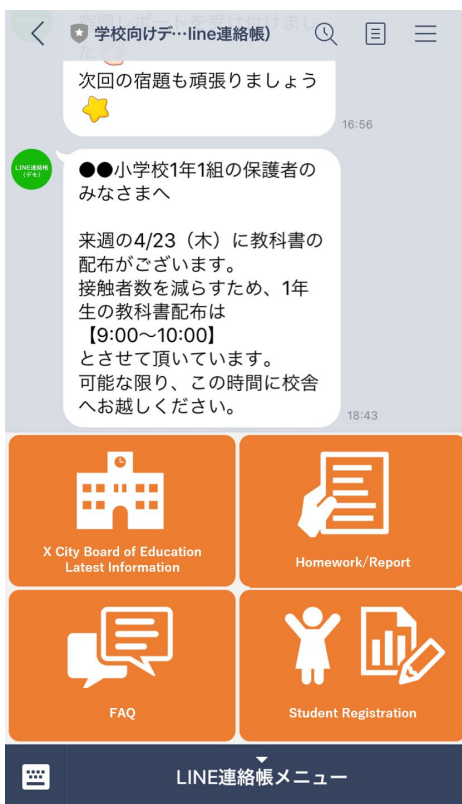
transcosmos inc.

transcosmos online communications inc.

## transcosmos and transcosmos online communications release “LINE Communication Notebook” that connects school and family via LINE

### Help “ensure children’s learning opportunities” amid school closures due to the novel coronavirus

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) and transcosmos online communications inc. (Headquarters: Tokyo, Japan; President: Hiroshi Kaizuka) released “LINE Communication Notebook,” a service that enables schools and families (students and guardians) to communicate necessary information via LINE.



“LINE Communication Notebook” is a two-way communication scheme that allows both schools and families (students and guardians) to communicate information related to school life via LINE interactively. With this service in place, schools can deliver segmented LINE messages to convey necessary information to relevant audiences by designated segment such as to all students, or per grade or class. And students and their guardians can inform their attendance as well as submit homework, reports, and other assignments via LINE.

Due to the outbreak of novel coronavirus (COVID-19), the Japanese government has requested elementary, junior and senior high schools, schools for special needs education and upper secondary specialized training schools nationwide to temporarily close from March 2, 2020. Even after April, many schools across Japan remain under temporary closure adhering to the government’s state of emergency declaration. Amid such a situation, it is critical to “secure children’s learning opportunities.” The Ministry of Education, Culture, Sports, Science and Technology (MEXT) has opened “Support Children’s Learning,” a portal site that offers content that assists learning at home during the temporal school closure, and more and more schools are now leveraging online learning materials. In the “MEXT Emergency Economic Package” published by the ministry on April 7, 2020, MEXT laid out its mission to “maintain communication between schools/teachers and children/families through continuous real-time interaction, confirming their learning achievement and health status.”

Building on an abundant record of executing social networking service (SNS) consulting business via LINE such as “bullying consultation” in partnership with various municipalities and the board of educations, transcosmos and transcosmos online communications have released “LINE Communication Notebook” that utilizes LINE as a platform that connects schools and families.

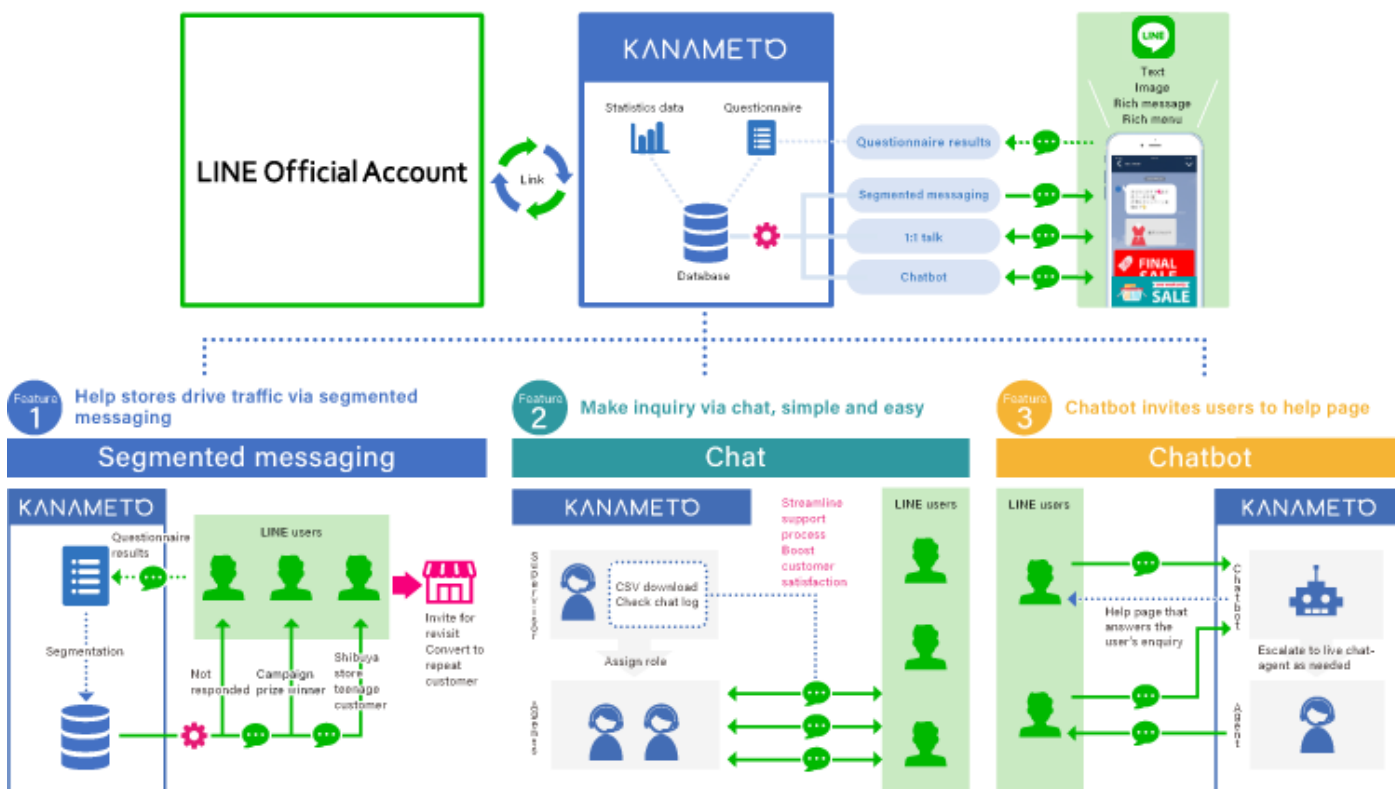
The “LINE Communication Notebook” is powered by “KANAMETO,” a LINE-based customer support tool developed and offered by transcosmos online communication. The service is covered under LINE’s “School Plan (\*),” a charge-free LINE Official Account plan that LINE Corporation (Headquarters: Tokyo, Japan; Chief Executive Officer: Takeshi Idezawa) announced on March 6, 2020. The charge-free plan is available until the end of March, 2021.

(\*) Visit here to find out more about the “School Plan” (Japanese only): (<https://linecorp.com/ja/pr/news/ja/2020/3112>)

“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.

# KANAMETO × LINE Official Account

Boosts LINE user engagement via 1:1 marketing



\*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 48 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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