

# Press Release



June 1, 2020  
transcosmos inc.

**transcosmos releases “DEC FAQ Movie,” a real-time FAQ content management system, enabling call center agents to readily create, upload and update FAQ videos in real time**

**Upload FAQ video via smartphone apps at ease and publishes the latest information to user’s best-fit media**

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) released “DEC FAQ Movie,” an FAQ video service powered by interactive video service by Paronym Inc. (Headquarters: Tokyo, Japan; Representative: Michio Kobayashi), a company that develops and offers “TIG,” the next-generation video technology. With this touch-based DEC FAQ Movie, transcosmos will drive the use of videos for FAQ pages that are otherwise difficult, thereby boosting the value of user experience and the level of satisfaction.

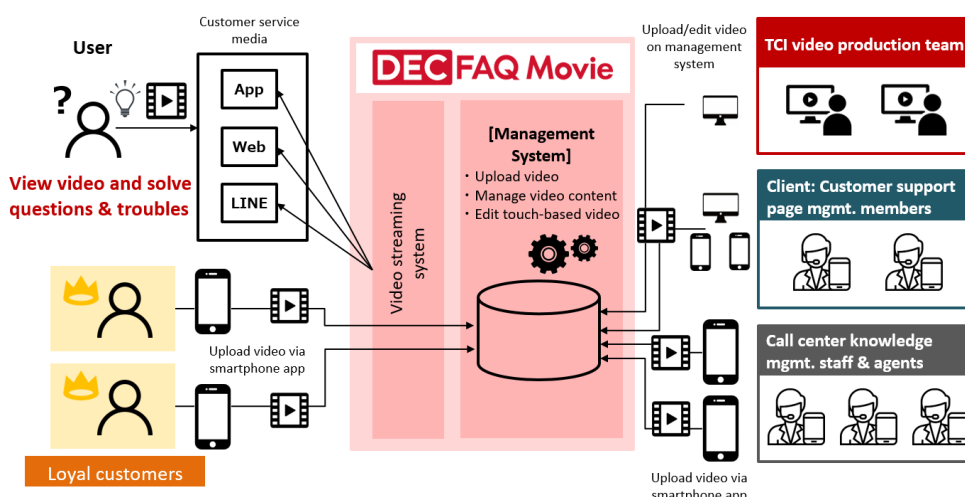
## DEC FAQ Movie

DEC FAQ Movie is a content management system designed for FAQ video content that can be uploaded to smartphone apps, websites, LINE talk screen and more. Once creating videos, clients can not only upload videos directly to the management system but also easily upload them via smartphone apps. With this intuitive system, clients can deliver useful information to users at speed. More specifically, the system enables call center agents, in addition to members of clients who are in charge of FAQ pages, to instantly upload customer inquiries they receive, and allows loyal customers to share information with others. In addition, clients can set links to manuals and product pages in the videos as well as set options for users to go to another video by selecting conditions. All in all, DEC FAQ Movie lets users view information they need simply by watching videos on their smartphone and PC, without getting lost trying to look for the necessary information. What’s more, they can stock information they need (\*1) and view detailed information anytime they want just by touching the FAQ video screen.

### ■ DEC FAQ Movie distinctive features

- ① Central management system that manages and edits videos, and creates Movieplay Tag on admin page.
- ② Not only customer support team members but anyone including call center agents, product team members and registered users can post FAQ video content via smartphone apps.
- ③ Clients can set links to manuals and product pages in the FAQ videos as well as set linkpoint for users to transfer to another movie.

### ■ Service flow (for illustration purposes only)



## ■ How to upload videos



Select object to upload.



Confirm video and enter comment.  
Comment is not mandatory.



Video upload completed.

\*Visit service demonstration video here: [https://youtu.be/HPfXxkEXU\\_Y](https://youtu.be/HPfXxkEXU_Y)

Leveraging transcosmos's proven expertise in call log analysis, communication design, and enterprise website development and operations built through digital marketing services, and Paronym's cutting-edge interactive video technology, transcosmos and Paronym will contribute to clients across a broad range of industries in optimizing communication with their users. Ultimately, the two companies will offer a pleasant experience to all users.

\*1 "TIG" is a next generation video technology developed by Paronym Inc. TIG lets users acquire various information they want whilst watching a video as well as intuitively interact with diverse world beyond it. Just by tapping (or clicking) any object on smartphone and PC screens, users can stock the information. In addition, by tapping the stocked information, they can go to a linked detailed page. What's more, clients have various options for setting links, including product website, product manual, other related movies, and more. Users can always check stocked information after viewing the video.

### ■ About Paronym Inc.

**PARONYM** 

Paronym Inc., is a startup company established in November, 2016. In March, 2018, Paronym released "TIG," the proprietary next-generation video technology. To date, TIG is serving various businesses including TV stations, telecom carriers, educational institutions and municipalities, and introduced in over 1,000 video contents. As a new video technology, TIG continues to achieve rapid growth. With the aim of spreading TIG to a wider market as the first technology that connects "the five senses" and "intuition," Paronym will continue to deliver convenient and fun video experience of the future for everyone.

\* 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 169 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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