

Press Release



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transcosmos inc.

transcosmos China named “TMALL Apparel Q1 2020 Consumer Operations Best Service Partner”

Leveraging TMALL Big Data and GROW 2.0, the company helps the category captain achieve growth

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) is proud to announce that Shanghai transcosmos Marketing Services Co., Ltd. (Headquarters: Shanghai, China; CEO: Eijiro Yamashita; transcosmos China), its wholly-owned subsidiary, was awarded “TMALL Apparel Q1 2020 Consumer Operations Best Service Partner” in the GROW Project for TMALL Apparel Category in April, 2020. The project is initiated by TMALL, the largest online marketplace in China in February, 2020.. transcosmos China was awarded for its success in helping the captain (the top brands) in the apparel category on TMALL achieve growth by leveraging TMALL Big Data and GROW (*1) 2.0.

(*1) “GROW” is an analytics model advocated by TMALL. The model consists of four elements, namely, Gain, Retain, bOOst and Widen that are essential for any product category to achieve sustainable growth.

天猫服饰2020第一季度
消费者运营优秀服务商

排名	ISV名称
1	群邑
2	古星
3	辰月
4	多准
5	安客诚
6	十禾
7	安布思沛
8	联蔚
9	特思尔大宇宙 
10	D1M

Top 10 “TMALL Apparel Q1 2020 Consumer Operations Best Service Partner” Rankings

“TMALL GROW Project for the Apparel Category” began in February, 2020. TMALL service partners who make entrants to this project go through the TMALL Apparel Business Division’s series of screening and evaluation processes. The goal of the project is to select and grow Independent Service Vendors (ISV) who are equipped with capabilities for market research, strategic consulting, ad delivery, data utilization, creative content, and unified management of omni-channel member. Through the development of ISV service ecosystem (*2), TMALL assists brands in achieving their digital strategies. More specifically, by utilizing the marketing tools listed below via the ISV service ecosystem, the TMALL Apparel Business Division helps the Apparel Category Captain perform consumer-centric market analysis and campaign initiatives in an optimum way.

- Alibaba Databank (an integrated database owned by Alibaba Group)
- Strategy Center (a strategy development tool that consists of optimization features for industry data, customer segmentation, user insight and tracking)
- Membership operation platform (a tool which enables each company to manage their own registered members)
- Shengyi Canmou (a tool that optimizes product keywords, and enables companies to track sales data, in-store customer behavior, and access counts)

(*2) Under the ISV service ecosystem, selected service partners assist brands' digitalization with their abilities for digitalization and for utilizing the Alibaba data tools.

transcosmos China assists brands not only with its knowledge in utilizing GROW but also with its abundant experience and expertise in e-commerce operations as a TMALL partner. In addition, the company has been awarded for partnership contracts with many top brands such as cobbe (Chinese houseware brand) and TATA (Chinese shoe brand) in open competitive biddings. transcosmos China will assist those partner brands in achieving successful growth through the GROW Project.

In partnership with TMALL, transcosmos China will continually deliver consumer-centric operations services powered by data to many more companies based on GROW 2.0. Through industry and consumer data analysis, transcosmos China will build a consumer database system, consumer operation services and a marketing system that are focused on “people, goods and occasion.” At the same time, the company assists brands in expanding their product sales and developing their growth strategy in the industry by leveling the GROW model. Ultimately, transcosmos China will help brands grow their “people, goods and sales” in a highly competitive market.

Since transcosmos China launched its operations in Shanghai as a digital transformation partner for businesses in 2006, the company has continued expanding its business, and now has 10 service bases in seven cities in China. transcosmos China offers extensive services such as contact center services, new retail services and digital marketing services for over 70 Chinese and global brands. The company launched its e-commerce business in 2009. Now, in partnership with platforms such as TMALL, JD, and WeChat, transcosmos China offers a variety of services that include e-commerce store/website development & operations, sales channel development, online and offline data integration, system development, consumer operations, and integrated marketing services in the new retail industry (including cross-border e-commerce) to clients in diverse industries including the 3C Industry (Computer, Communications, and Consumer Electronics), apparel, baby care, toy, sports, beverage, musical instruments, homewares, home theater/audio equipment and more.

* 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 168 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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