

# Press Release



July 2, 2020

transcosmos inc.

transcosmos online communications inc.

## transcosmos assists Shimokawa town, Hokkaido in sending town administrative information and offering regional relocation assistance to non-citizens via LINE

### Leverages LINE in promoting city dwellers who wish to escape the city amid the coronavirus crisis to relocate to Shimokawa town

transcosmos inc. (Headquarters: Tokyo, Japan; President & COO: Masataka Okuda) and transcosmos online communications inc. (Headquarters: Tokyo, Japan; President: Hiroshi Kaizuka) began delivering “KANAMETO,” a LINE messaging tool, to Shimokawa town, Hokkaido (Mayor: Kazuyuki Tani) on July 1, 2020, in order to assist Shimokawa town in utilizing LINE.

Shimokawa town LINE Official Account rich menu



Shimokawa town LINE Official Account QR code



Shimokawa town released its “Shimokawa Town LINE Official Account” (account name: Shimokawa Town) on July 1, 2020. Through this account, the town sends out various information on town news and upcoming events, parenting and disaster prevention and more. Users can receive only the information that they need by selecting the type of information they want to receive, their residential area (public districts designated by Shimokawa town local ordinance), etc. The town aims to make its citizen’s lives more convenient through the provision of various information.

Users can select and receive information on “General Administrative Information,” “Community Information,” “Event,” “Parenting,” “Health and Medical Care,” “Welfare,” “Access to Shimokawa Town,” “Work and Employment,” and “Disaster Prevention.” In addition, the town is considering the possibility to include two additional information, specifically, a “Garbage Collection Calendar” per each district using a “regular messaging feature” and a “Garbage Sorting Guide” with a keyword response messaging feature.

Amid the coronavirus crisis, relocation from urban areas to more rural areas is drawing attention and an increasing number of city dwellers are “escaping from the city.” Against this backdrop, Shimokawa town will leverage LINE to invite such people to their job-matching website and promote communication with potential new citizens both before and after their relocation.

Shimokawa town was looking for a system that offers a “segmented messaging feature” so that its roughly 3,200 citizens can choose and receive the information they want, instead of receiving town-wide blanket messages. In order to realize the objective, Shimokawa town implemented “KANAMETO,” a tool that offers the feature they need and has an abundant

implementation record with other local governments.

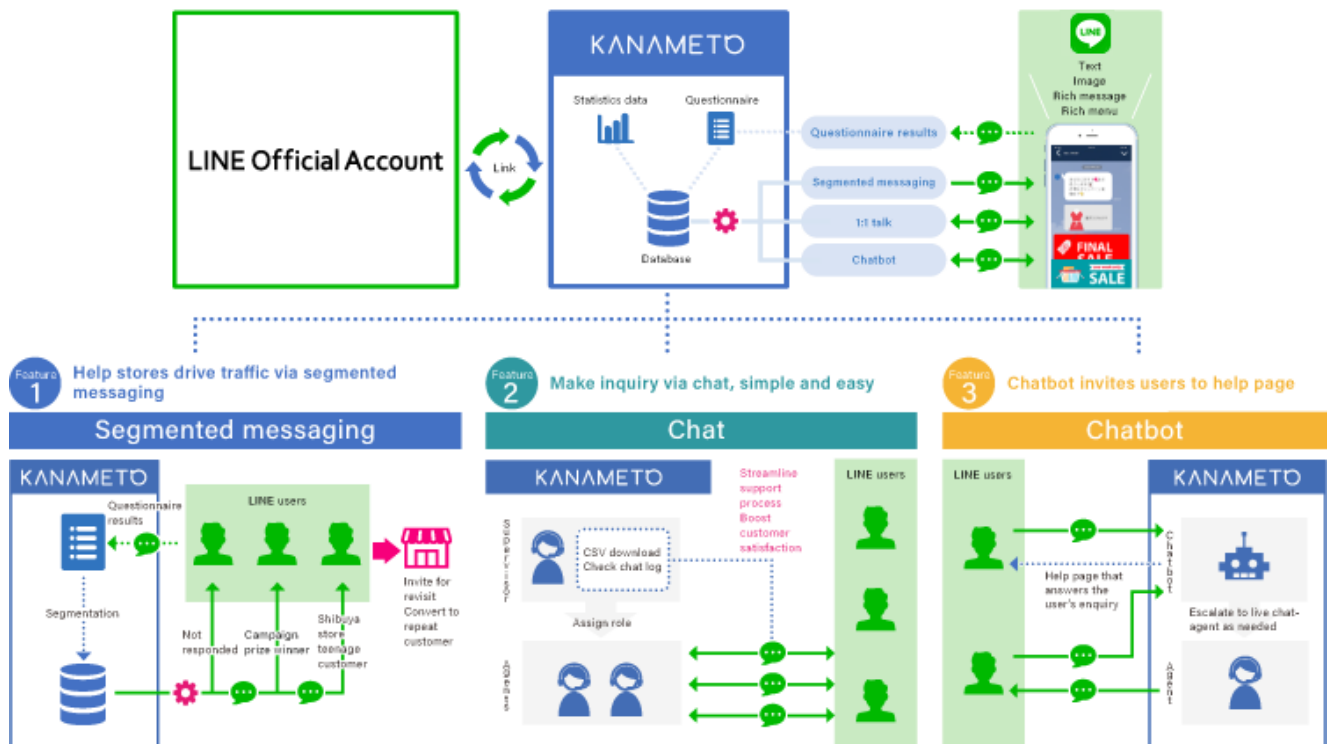
On April 23, 2019, LINE Corporation (Headquarters: Tokyo, Japan; Chief Executive Officer: Takeshi Idezawa) announced that the company will release “Local Government Plan (\*)” for its LINE Official Account services and began accepting the applications for the plan on May 21, 2019. Shimokawa town’s LINE Official Account is one of the accounts registered under the plan.

(\*) Visit here for “Local Government Plan” details announce by LINE Corporation (Japanese only):

<https://linecorp.com/ja/pr/news/ja/2019/2685>

# KANAMETO × LINE Official Account

Boosts LINE user engagement via 1:1 marketing



In addition to offering “KANAMETO,” transcosmos online communications provided support for Shimokawa town to apply for the “Local Government Plan,” and offered advice on ways to make the most of their LINE official account whilst helping them develop specific plans and configure settings based on its proven record in offering services to other local governments.

“KANAMETO” is a LINE messaging tool developed and offered by transcosmos online 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 for having 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. Moreover, in May 2020, transcosmos communications launched a reporting feature specifically designed for local governments through which their citizens can report issues they have found related to public road and park conditions. Through the offering of diverse services that range from LINE marketing to customer support, transcosmos and transcosmos online communications help local governments and businesses communicate with consumers.

\* 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 transcocosmos online communications inc.**

transcocosmos online communications inc. was founded in May 2016 as a joint-stock company between transcocosmos inc. and LINE Corporation. In October 2017, the company received investment from Salesforce Ventures, an investment arm of salesforce.com, Inc. transcocosmos 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 transcocosmos’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. In September, 2017, transcocosmos online communications released “KANAMETO,” its unique LINE Official Account compatible segmented messaging tool. Visit us here (Japanese only): <https://transcocosmos-online.com/>

**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 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, transcocosmos provides a comprehensive One-Stop Global E-Commerce services to deliver our clients’ excellent products and services in 48 countries/regions around the globe. transcocosmos 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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