

Press Release



August 11, 2020
transcosmos inc.

transcosmos America Collaborates with Zenrin USA to Launch Sales Support Services Utilizing Email Big Data

A sales style that utilizes data and digital communications under the constraints of face-to-face sales due to the influence of COVID-19

transcosmos America Inc. (Headquarters: California; President & COO: Toru Tanii; hereafter, Transcosmos America), a US subsidiary of transcosmos, inc. (Headquarters: Tokyo, Japan; President & COO: Masataka Okuda), is collaborating with Zenrin USA, Inc. (Headquarters: California; CEO: Tadao Ogaki; hereafter Zenrin USA), to conduct direct marketing utilizing the email big data of Zenrin USA with content marketing and know-how that transcosmos has cultivated by providing services for the United States. The two companies have started offering a B2B sales support service called “D!G!Sales (DiGi Sales)” in this COVID-19 influenced era. They aim to provide services for Japanese and local US companies that have B2B businesses in the United States.

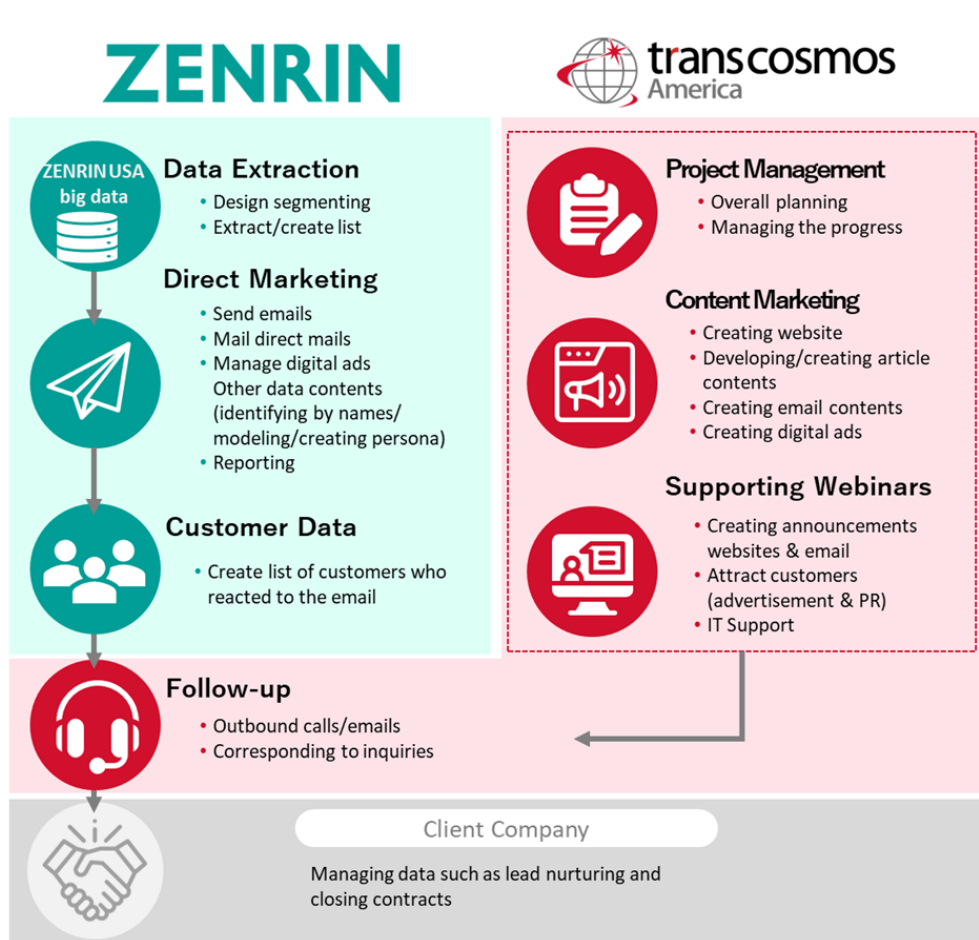


Due to the impact of COVID-19, remote work has become indispensable but is causing various problems. Especially in marketing and sales activities which are the foundation of any business, there is demand for a new sales style to triumph in the corona-virus era due to restrictions on face-to-face sales activities. There are some issues that have been solved such as approaching existing customers using online meetings but especially in acquiring new prospective customers, new measures using digital technology to increase achievement rates and information disclosure methods are required due to the lack of office telephone connections and the cancellation of offline events. Under this new normal, Zenrin USA and transcosmos America have collaborated and started offering the B2B sales support service named “D!G!Sales (DiGi Sales)”.

Zenrin, which has a large market share in navigation map data, entered the United States in 1996 and has been conducting various field surveys on road signs and facility information around highway exits, as well as handling various third-party data. Third-party data refers to the vast amount of data collected from various data sources, and this service utilizes consumer data and business data to support new customer acquisition. There are various segments of consumer data such as age, gender, nationality, living quarters, hobbies, tastes and lifestyles such as occupation, family structure and annual income. There is also business data including not only industry and business scale, but data such as name of person in charge and job title.

By combining e-mail marketing services provided by Zenrin USA using these data with content marketing services such as website production, blog production, content development, email design and SNS operation provided by Transcosmos America, they propose a new sales style that is different from the past.

■B2B Sales Support Service “DiG!Sales (DiGi Sales)” Overview



■An online seminar titled “In the ear of Corona’s Sales Style -How to Find Potential Customers-“ will be held on August 20.

An online seminar in Japanese will be held for those who are considering the shift to digital B2B sales to the US market.

Click here for details and application: <https://transcosmos.com/jp/with-corona-Sales-seminar/>

About Zenrin USA

Established in 1996 in Burlingame, California as the US branch of Japanese map company Zenrin. They conduct field surveys and produce rich contents for car navigation systems, such as guide maps of highway junctions in North America, restaurants and facilities information, national brand icons displayed on the map, and sell them mainly to Japanese automobile companies for North American navigation systems. In addition, they launched as a new business a direct marketing services at the end of 2018 that utilizes data of more than 200 million consumers living in North America and the data of 25 million corporate data. They engage in various marketing services for business expansion and new customer acquisition in the US market.

About transcosmos America Inc.

Since our foundation in 1988, we have been committed to increase customer satisfaction by assisting clients, in particular Japanese businesses, operate in the US market. Building on both proven know-how developed in Japan and knowledge, experience and cutting-edge technologies in the US, we continue to deliver diverse services including e-commerce strategy planning, e-commerce site development, digital marketing, selling on Amazon, e-commerce one-stop services that range from importing to logistics to fulfillment to customer services as well as customized solutions that meet the needs of each client.

* 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 (URL: <https://www.trans-cosmos.co.jp>).

Media Contact

Public Relations & Advertising Department, transcosmos inc.
Email: pressroom@trans-cosmos.co.jp