

Press Release



August 27, 2020
transcosmos inc.

transcosmos releases LINE-Web cross-channel content delivery platform feature to its SaaS DEC CMS

Unifies admin pages for website operations and LINE messaging. No more bothersome dual management!

transcosmos inc. (Headquarters: Tokyo, Japan; President & COO: Masataka Okuda) hereby announces that the company has released a new LINE messaging feature on “DEC CMS,” its proprietary SaaS digital marketing platform. The new feature helps clients deliver consistent corporate messages across channels, and solve challenges they face in delivering cross-channel customer communication.

DEC CMS

Powered by Acquia®

With over 84 million users, LINE is becoming an essential communication tool in our daily lives as a social infrastructure, and now it is also becoming a significant marketing channel for businesses to build solid customer engagement. Yet, most companies use a different tool for their website operations, meaning they need to manage two different admin screens, one for sending LINE messages and the other for operating their websites, the ultimate landing page and one of their customer touchpoints. This dual management process has been posing a challenge for businesses to manage their users across channels effectively and consistently. (*Source: Line Inc. research on LINE app monthly active user counts as of the end of June, 2020)

Recognizing this, transcosmos developed and added the LINE messaging feature on “DEC CMS,” its powerful platform that assists clients in operating their websites. With the new feature, “DEC CMS” enables clients to integrate their admin screen, manage content centrally, and deliver one-to-one communication by using the same user attributes across channels, thereby helping clients increase operational efficiency and maximize marketing performance.



In addition, by connecting Form, My Page and other the existing features of “DEC CMS” with LINE, the upgraded “DEC CMS” makes it easier for clients to achieve the following initiatives at speed. Ultimately, the platform helps clients take their marketing activities to the next level, and accelerate and automate the processes.

- Create a questionnaire page that users can fill out on LINE, and deliver segmented messages based on user attributes gained from the questionnaire.
- Auto-send messages when you post content on your website that fits user’s preference.
- Auto-send messages based on the changes made to user information and status on My Page (shown after user logs in).
- Auto-send messages when you update information on products and services that users have registered on your website as their favorites.
- Show personalized key visuals and banners on your website according to the banner that the user tapped on LINE message.

(For more details, visit here (Japanese only): <https://centerpin-tci.com/deccms>)

transcosmos will continue to build a closer partnership with Acquia, the company that delivers “Acquia Open Digital Experience Platform,” on which DEC CMS is built. With the aim of offering a pleasant environment for users, transcosmos will develop and deliver higher quality services at a greater speed than ever before, and drive platform strategy in the Japanese digital marketing sector by leveraging the combined strengths of the two companies.

■ About Acquia

Acquia is the open digital experience platform that enables organizations to build, host, analyze and communicate with their customers at scale through websites and digital applications. As the trusted open source leader, we use adaptive intelligence to produce better business outcomes for CX leaders. To learn more, visit acquia.com.

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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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