

Press Release



September 29, 2020
transcosmos inc.

transcosmos releases “Click ZOSAN,” a service that lets “dormant LINE friends” take action

Powered by “digram diagnosis” developed on psychology and statistics, LINE click rate up 3.3 times

transcosmos inc. (Headquarters: Tokyo, Japan; President & COO: Masataka Okuda) hereby announces that the company has released “Click ZOSAN,” an additional module for its proprietary AI-powered performance prediction platform “transcosmos WHITE BASE” that helps clients maximize the performance of their LINE official accounts. Using digram diagnosis (*), a “psychological test for personality assessment” developed based on psychology and statistics, “Click ZOSAN” assists clients in making their LINE friends take actions.



Since the release of “transcosmos WHITE BASE,” transcosmos’s proprietary AI-powered performance prediction platform, the company has been using the platform to predict probability of purchase and recommended messaging time, and delivering the right messages at the right time to each LINE friend for clients. Yet, the results of data analysis performed by transcosmos has revealed that in many cases, more than 70% of accounts that are friended with companies’ LINE official accounts neither block nor click the messages they receive, thereby dragging down messaging efficiency significantly. To overcome such a situation, transcosmos developed “Click ZOSAN” with the aim of making such “dormant friends” take action, and ultimately turning them into active shoppers. With “Click ZOSAN,” businesses can boost clicks at speed.

■ Planned Webinar “Double your LINE-generated revenues! Marketing success stories with the use of AI & Psychology”

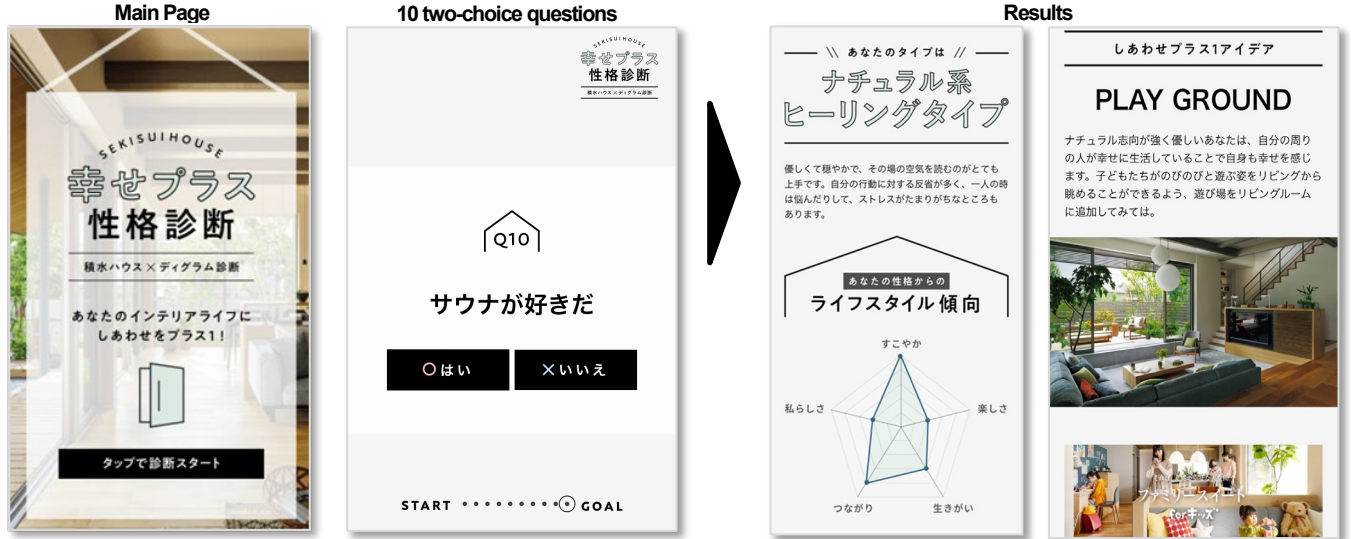
- Date & Time: 16:00-17:00 Tuesday, October 20, 2020

Find out more here (Japanese only) <https://www.trans-cosmos.co.jp/seminar/201020.html>

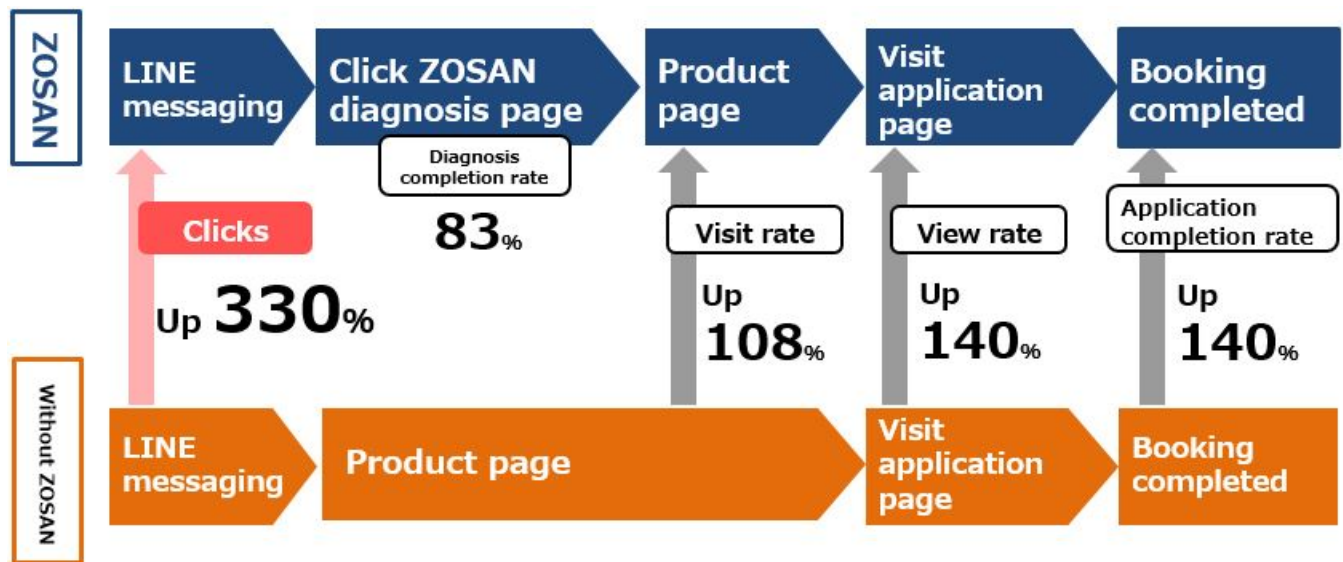
● Proof-of-concept study with Sekisui House, Ltd. Click rate up 3.3 times! Site visit bookings up 1.4 times!

In the joint-POC study with Sekisui House, Ltd., the two companies used the module and asked users to answer 10 questions. Based on the diagnosis, “Click ZOSAN” presented the type of users’ personality out of nine personality types, and suggested an interior design that fits each user. The results of A/B testing show the number of clicks went up 3.3 times higher than messages sent without “Click ZOSAN.” Moreover, the number of bookings for site visits also went up 1.4 times. From attracting customers to receiving applications for site visit, all performance indicators outperformed the results of messages sent without using the module. (Refer to Chart 1: A/B testing results) What’s more, nearly one out of three users that made clicks were ones that made clicks for the first time, proving that “Click ZOSAN” substantially increased the number of clicks by users who would have otherwise remained dormant. Visit LINE Official Account of Sekisui House Ltd. here (Japanese only): <https://lin.ee/q4GL3t5>

(Digram diagnosis steps | Assess your personality and suggest recommended interior design based on short questionnaire)



■ Chart 1: A/B testing results



Here are the comments received from Matsuno, the Section Chief of Advertising Department at Sekisui House, Ltd.
“It was a pleasant surprise to see our LINE friends who had been inactive, make clicks, receive the personality assessment, and ultimately begin to search our products actively. Together with transcocosmos, we will consider how best to deliver messages that will boost their interests in our company even more.”

● Let’s start “Click ZOSAN” NOW!

transcocosmos offers a packaged service for making content and a website for diagnosis to save time. Simply choose your preferred menu, then transcocosmos will develop and offer the website for the diagnosis (takes only a week at the earliest). By combining “transcocosmos WHITEBASE” and “Click ZOSAN”, businesses can generate a huge number of “clicks” at speed, predict messaging performance, and deliver segmented messages, thereby increasing messaging outcome.

Leveraging digram diagnosis by digramlabo Inc. (CEO: Seitaro Kihara), “Click ZOSAN” contains takeaways from past surveys and diagnosis. transcocosmos co-developed “Click ZOSAN” with me&stars.inc. (CEO: Shunsuke Sato), a group company of transcocosmos that helps clients develop and execute their promotion strategies.

(*) “Digram diagnosis” is a “psychological test for personality assessment” developed based on psychology and statistics. Based on the egogram test, a psychological test for personality assessment, the digram diagnosis is a personality assessment scenario that gives users feedback on basic personality traits, tendencies of interpersonal and romantic relationships, and career aptitude of persons who belong to the same personality type.

Visit CenterPin for more information here (Japanese only): <https://centerpin-tci.com/clickzosan>

* 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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