

# Press Release



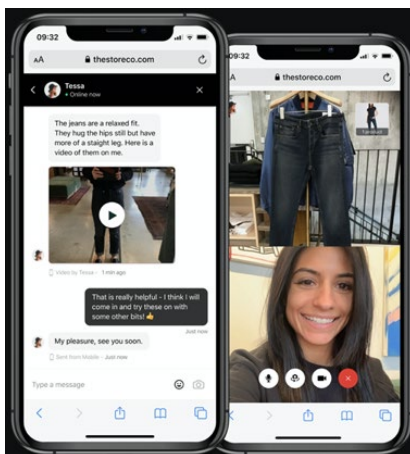
October 20, 2020  
transcosmos inc.

## transcosmos Secures Exclusive Rights in Japan to Offer HERO, the No.1 Online Virtual Shopping Solution in Europe and US

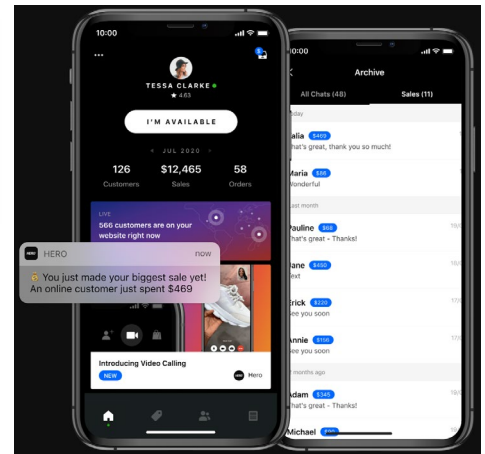
### Text, Chat and Video App Realizes DX in Stores with Retail Associates at the Core

transcosmos inc. (Headquartered in Shibuya-ku, Tokyo; President & COO: Masataka Okuda) will be the exclusive sales partner to HERO, a virtual shopping app provided by Hero Towers Limited (Headquartered in London and New York).

Hero powers the virtual shopping experience for global fashion brands like Nike, Levi's and Chloé as well as for cosmetics and home interiors brands and leading department stores.



(Customer screen)



(Sales associate screen)

\* In Japan, all contents will be translated into Japanese.

Hero is a real time, face to face solution that brings in-store retail staff into the e-commerce shopping experience for customers. Online shoppers are able to receive the service and expertise they would expect when shopping in physical stores through Hero's real time text, chat and two-way video communications features.

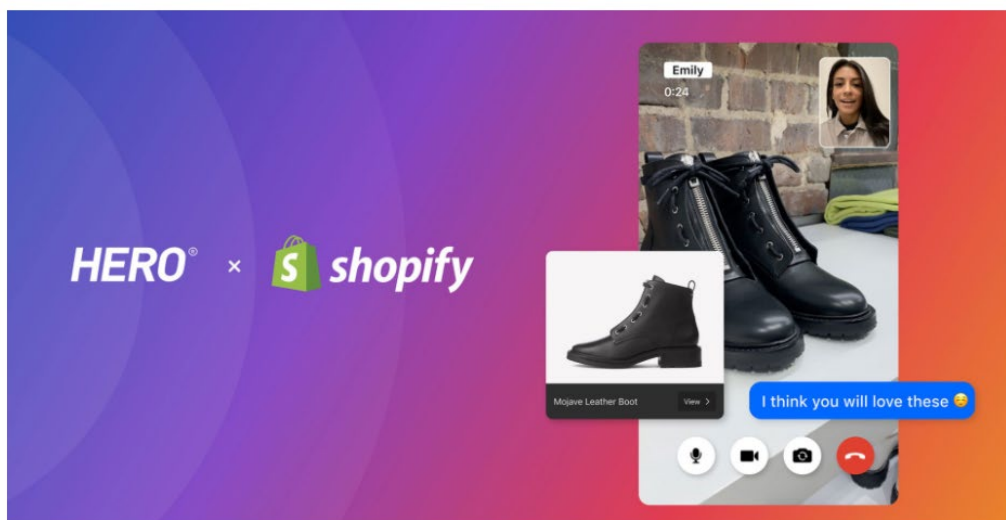
On the smartphone or tablet screens of sales associates, the total number of chats they took and resulting sales are displayed, realizing a gamification effect on performance to keep them motivated to increase sales. One of the biggest benefits of having Hero is in the fact that Hero is a human to human communication tool. This means that brands can put their sales associates at the heart of their omnichannel strategy. It's so effective that in Europe and US, online customers who use Hero are 10 times as likely to convert as those who don't use the solution and spend an average of 140% more.

At the click of a button on the PC or smartphone, a call is initiated to available online staff in the geographically closest store to the customer. By connecting customers with an associate in their nearest store, Hero helps drive foot traffic to stores. Once a customer comes in-store, the associate can stay in touch with him or her via Hero's clienteling features, using text to follow up with recommendations for new products via links to the e-commerce site or images and videos taken and stored on the sales associate's phone or tablet. These can also be used during the chats and video calls.

The beauty of Hero's simplicity enables clients to launch Hero in a relatively short period of time, making it extremely efficient to roll out to large numbers of stores and to retain the best practices of sales associates even at brands with high staff turnover.

The moment a sales associate is connected to a customer, Hero delivers a vast amount of information on the customer to the sales associate such as "did the customer come from the category page or shopping cart," "what product is she is looking at," "what products are in her shopping cart," "did she take any products out of her shopping cart," and so on. During the chat, sales associates can see if the customer has moved on to another page or made a purchase without moving away from the interaction with the customer. Even after the chat is concluded, any purchases made by the customer is credited to the last sales associate to engage her on Hero for up to 30 days. This enables the sales associate to not just sell, but to focus on offering the customer as much assurance and time as she needs to enjoy her online shopping experience. This is also why more than 40% of sales associates with access to Hero use it every single day. Integrating customer data or CRM tools with Hero will enable sales associates to see if an online customer is a first time customer or a loyal customer, making it even more consistent with offline in-store shopping experiences for both the sales associate and the customer.

Though at time of launch, this service is not yet available in Japan, another powerful feature of Hero is its official partnership with e-commerce platform Shopify, to whom transcocosmos is already a certified enterprise partner. In July 2020, all European and US Shopify users have the option to use Hero for Shopify. This service will also be launched in Japan.



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Hero CEO, Mr Alistair Crane says the following about our partnership:

"Japan is among the fastest growing international markets for Hero and as we looked to accelerate that growth, we wanted to find a partner with significant local expertise. transcocosmos has a superb track record in working with fast-growth technology businesses to bring new innovation to the Japanese market. Together we will change the way that people shop in Japan, online and in store."

(HERO URL: <https://www.usehero.com/ja/> )

transcocosmos Inc. newly created the Retail Commerce Integrated Division in April 2020. In addition to the existing services that help enable e-commerce for our clients as a one-stop partner, transcocosmos is committed to enhancing our services based on OMO and unified commerce philosophies to comprehensively support the realization of DX (Digital Transformation) strategies of our retail clients. COVID-19 has significantly changed our lives and will continue to do so as the new normal sets in and having the experience, expertise and reach to select and help implement optimal solutions is how we will contribute to maximizing revenue for our clients.

(About EC-X)

transcocosmos offers a wide range of e-commerce solutions through our "EC-X Series" of services to meet the requirements of our e-commerce clients.

Special site URL : <https://transcocosmos-ecx.jp/>

\* transcocosmos is a trademark or registered trademark of transcocosmos 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 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. 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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