

Press Release



December 1, 2020

transcosmos inc.

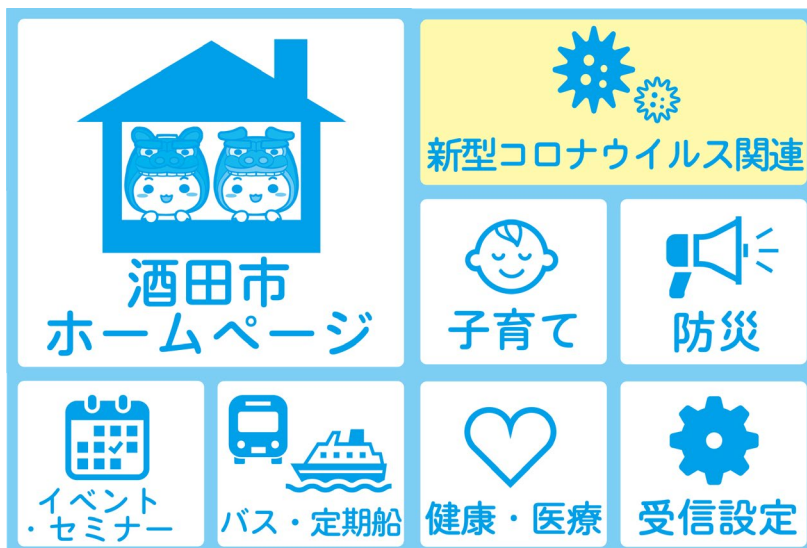
transcosmos online communications inc.

transcosmos and transcosmos online communications assist Sakata City, Yamagata Prefecture, to provide municipal information including child care support using LINE

The city disseminates diverse information for families with young children and prime-age workers via LINE

transcosmos inc. (Headquarters: Tokyo, Japan; President & COO: Masataka Okuda) and transcosmos online communications inc. (Headquarters: Tokyo, Japan; President: Hiroshi Kaizuka) are proud to announce that the two companies offered “KANAMETO,” a Digital Transformation (DX) tool powered by LINE, to Sakata City, Yamagata Prefecture (City Mayor: Itaru Maruyama) on December 1, 2020, thereby helping the city deliver its DX initiatives by using LINE.

Sakata City LINE Official Account Rich Menu



Sakata City LINE Official Account QR code



Sakata City released “Sakata City LINE Official Account” (Account name: Sakata City) on December 1, 2020, and began to deliver information on events and seminars, move and settle in the city, healthcare, trash collection calendar by residential area, and on child care support by children’s age. Users can receive only the information that they need by selecting the type of information they want to receive, their residential area, their children’s date of birth, etc. The city aims to make its citizen’s lives more convenient by sending out a variety of municipal and community information effectively.

On October 1, 2017, Sakata City made a declaration to become “the Best City for Female Workers in Japan.” With the aim of achieving this goal, Sakata City has been taking initiatives in supporting families with young children as part of its effort in encouraging women to play an active role. Now, Sakata City will provide a number of child care services via its LINE official account. Just by registering the due date and the child’s date of birth, users can receive extensive information on giving birth and child care whenever they need. What’s more, with the chatbot feature available on the city’s LINE official account’s rich menu, users can search any information that they want, 24/7 at ease, from the following categories; “Pregnancy,” “Birth,” “Consultation,” “Child Checkups & Immunization,” “Nursery & Licensed Childcare Center,” and “Useful information for Child-rearing.”

Sakata City is promoting its DX initiatives led by its Digital Transformation Strategy Office. With the aim of making the most of LINE, Sakata City implemented “KANAMETO,” a tool that offers various features including segmented delivery and chatbot, 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. Sakata city’s LINE Official Account is one of the accounts registered under the plan.

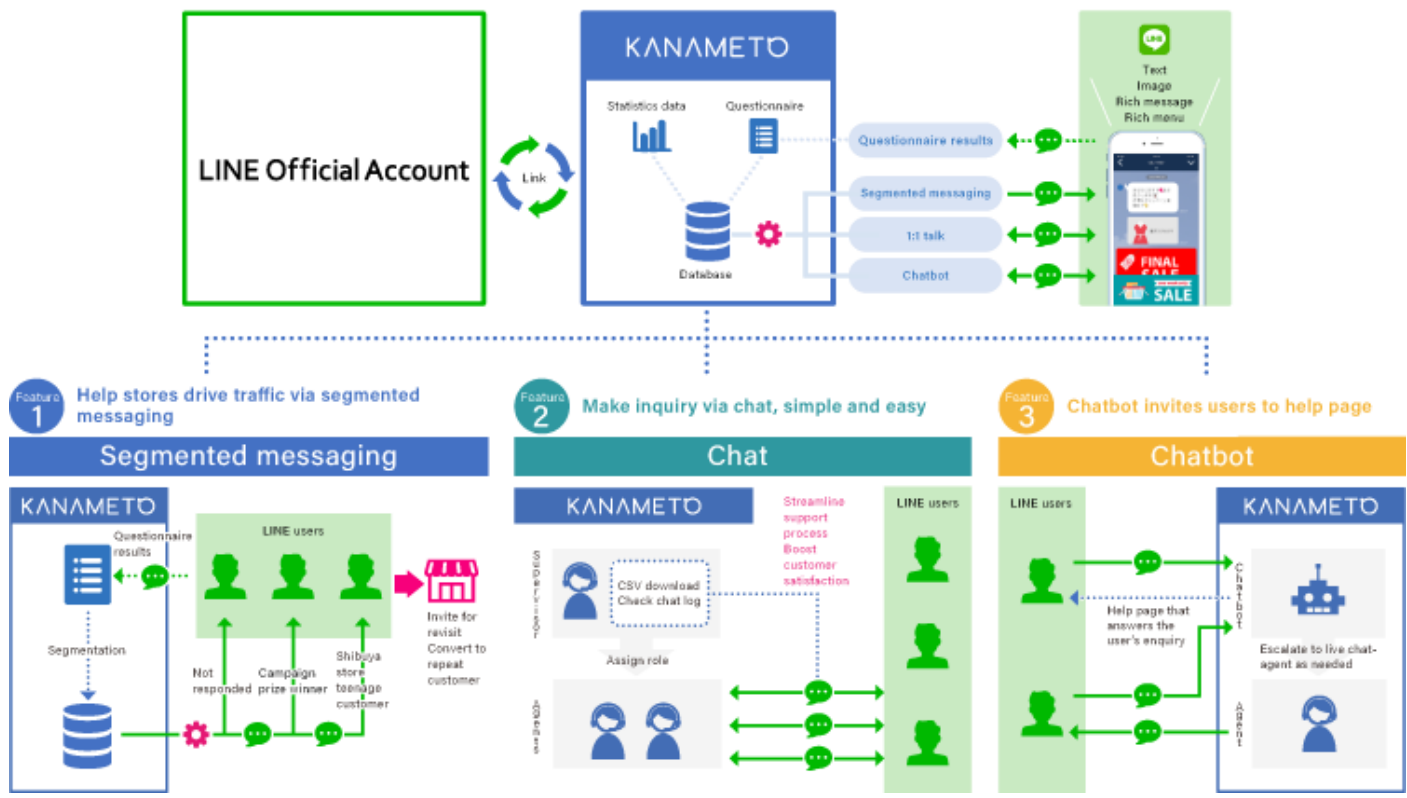
(*) Visit here for “Local Government Plan” details announce by LINE Corporation (Japanese only): <https://linecorp.com/ja/pr/news/ja/2019/2685>

In addition to offering “KANAMETO,” transcocosmos online communications provided support for Sakata city 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-powered DX tool developed and offered by transcocosmos online communications inc., a joint-stock company between transcocosmos, 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, transcocosmos online 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.

KANAMETO × LINE Official Account

Boosts LINE user engagement via 1:1 marketing



* 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 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 proprietary segmented messaging tool compatible with LINE Official Accounts. 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/>

Media Contact

Public Relations & Advertising Department, transcocosmos inc.
Email: pressroom@trans-cosmos.co.jp
Public Relations Department, transcocosmos online communications inc.
Tel: +81-3-3486-0350 Email: pr@transcocosmos-online.com