

# Press Release



December 22, 2020  
transcosmos inc.

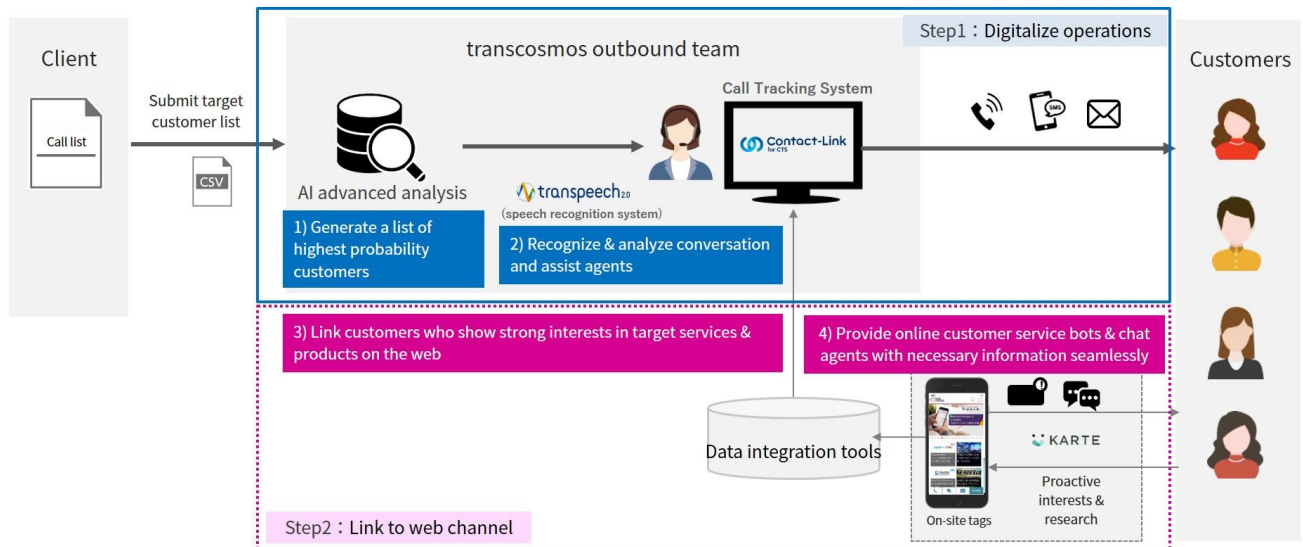
## transcosmos releases data-driven multi-channel outbound services, the collaboration of AI and human

**By merging people and digital whilst making the most of human touch, transcosmos offers operational services that increase customer acquisition rate**

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) hereby announces that the company has started to provide data-driven multi-channel outbound services that will enhance customer experience and expand sales by blending the company’s operational expertise developed through its numerous call center outbound service records and digital marketing capabilities.

With its data-driven multi-channel outbound services that merge human and digital, transcosmos makes attractive suggestions and offers tailored to the needs and lifestyle of customers via multiple channels, evolving from one-size-fits-all service approach that relies on agents’ capability. In addition, transcosmos will serve clients in boosting customer experience and growing their businesses by executing so-called moment marketing, which embraces the moments where customers show a high interest in clients’ brand and offers.

### ■ Data-driven multi-channel outbound services (for illustration purposes only)



Distinctive features of data-driven multi-channel outbound services are as follows. By integrating human and digital, the services solve challenges that clients face with the traditional outbound services, thereby maximizing the customer acquisition rate.

### ■ Keys to deliver operations that increase customer acquisition rate

#### 1 【Data analytics, decision-making, and scoring with AI-powered, advanced analytics】

AI, not humans, makes clear decisions on the best times to reach out, and on the highest probability customer base with its advanced analytics techniques. In addition, with the scoring service, clients can effectively reach out only to ones who appear on a high acquisition score list. This enables clients to solve the challenges they have with the traditional outbound services, such as ineffective time management that relies on a gut feeling, CX deterioration as a result of contacting customers with lower conversion probability,

and struggles to increase return on investment. A client, who has applied the services prior to official release succeeded in acquiring about 120% more customers than without the services.

\* Please note that data we may ask for a different set of information based on the nature of each project in order to deliver the best outcome (e.g., customer attributes, outbound call history, purchase history, etc.)

## 2 **【Maximize the human touch with speech recognition】**

To make the most of the human touch that contact center agents provide, transcosmos applied “transpeech,” (\*) that is equipped with speech recognition and emotion analysis features, for making outbound calls. With such features, clients can make real time offers and suggestions that match the needs of customers, and the keywords they mentioned. transcosmos drives clients’ initiatives to make their outbound services even better by providing agents with real time support and analyzing conversation data through the merger of human and digital. Ultimately, transcosmos helps clients solve challenges they face including inconsistent service quality among agents and difficulty in making suggestions at the right time, thereby maximizing the results of outbound services.

## 3 **【Next-gen telemarketing linked to web behavior】**

Although businesses and brands need to approach potential customers according to the stage of their buying cycle to boost CX and increase the acquisition rate, with the traditional approach, they had no option but to reach potential customers without knowing their stage. Now with this new outbound service, clients can not only reach out to ones on the highest prospective customer list at scheduled times but also follow them up based on their stage of the cycle. With the power of digital solutions such as KARTE on top of their own contact center data, clients can grasp customer data ranging from their web behavior to the stage of their buying cycle. As a result, clients can reach out to prospective customers based on their buying cycle via multi-channels, at the right time.

### ■ **transcosmos’s value and strengths**

- Proven record in operating contact centers with more than 18,000 workstations in Japan. Operational services built on its expertise in outbound services developed over 20 years of experience.
- Ability to drive customer acquisition rate and execute CX initiatives with the power of AI and digital.
- Its extensive service portfolios deliver one-stop shop services from digital marketing to web development.

(\*) “transpeech,” transcosmos speech recognition solution

transpeech provides one-stop shop services from implementation to operations of speech recognition system. The solution helps increase quality of contact center services and streamline operations. transpeech solves challenges related to “quality management,” “operational efficiency,” and “risk management,” thereby helping clients succeed in the evolution of customer communication.

[https://www.trans-plus.jp/downloads/202011\\_transpeech\\_dl](https://www.trans-plus.jp/downloads/202011_transpeech_dl)

### ■ **About “KARTE,” a CX (Customer Experience) platform**

KARTE is a CX (customer experience) platform which was launched in March 2015. It analyzes the behavior of users using websites and apps in real time and visualizes it individually, enabling one-stop free communication tailored to each customer. It is highly expandable and can be used not only onsite but also able to solve different marketing issues and needs in various situations. KARTE enables overwhelming customer understanding by integrating and analyzing all data on individual customer axis, and improves the experience value (CX) for the end users.

\*transcosmos is a trademark or registered trademark of transcosmos inc. in Japan and other countries.

\*Other company names and product or service 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 to consumers 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. Visit us here <https://www.trans-cosmos.co.jp/english/>

**Contact for Media Inquiries**

transcosmos inc. Public Relations & Advertising  
Department  
Email: [pressroom@trans-cosmos.co.jp](mailto:pressroom@trans-cosmos.co.jp)