



Press Release

January 7, 2021

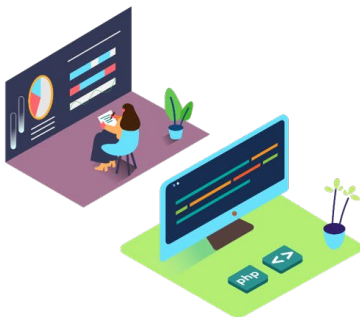
transcosmos inc.

transcosmos releases an FAQ management service including SEO solutions that optimizes Google and other search engine results, thereby driving customer self-service

Helps businesses make their FAQ pages “easier for consumers to find”

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) hereby announces that the company has released an FAQ management service that includes search engine optimization (SEO) solutions. By structuring FAQs and applying effective SEO techniques, the service helps businesses optimize their FAQ management and operations processes. A dedicated transcosmos team provides an end-to-end service from building initial system environment, to creating FAQ content, to deploying the service, to making proposals and taking initiatives to make the FAQ management and operations even better. In addition, with tools specifically designed for cloud, clients can structure their FAQ content, apply SEO techniques, and create content with an intuitive UI, without needing an expert.

Distinctive Service Features



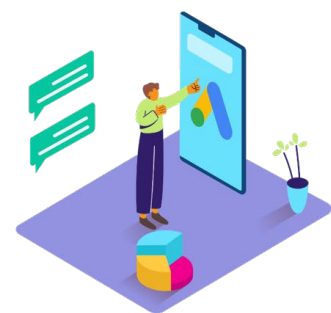
01. Analyze customer service log / Create easy-to-read content

Analyze contact center service log and official website FAQ, and choose necessary FAQ content (FAQ coverage analysis). Content writer crafts highly readable FAQ content.



02. Smart on-site search

Natural language search, not simple keyword matching, available. The more used, the smarter the FAQ engine becomes. The smart engine shows FAQ content that best match consumer search queries.

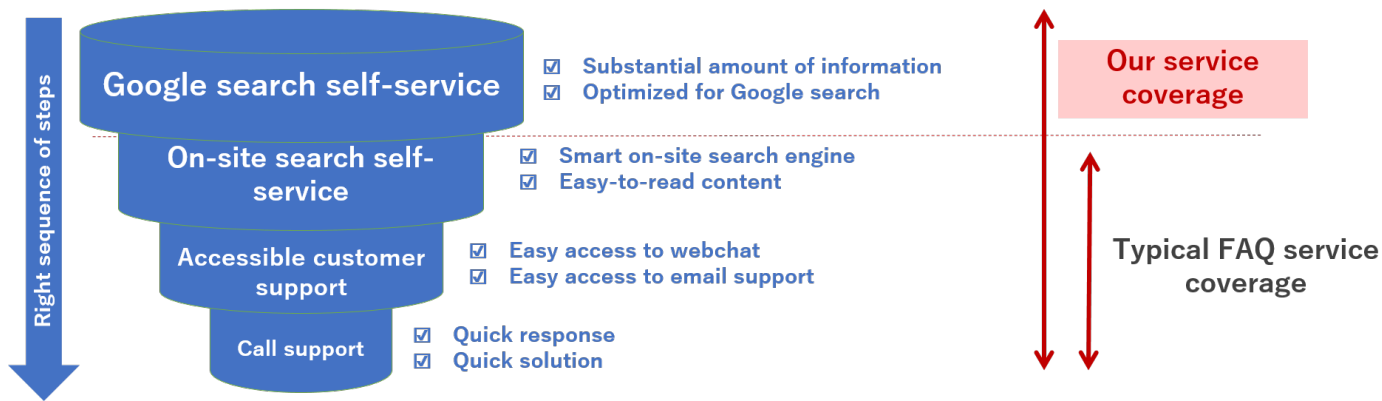


03. Optimize for Google search

Create rich results and structure FAQ content. Relevant content will appear at the top of Google search result pages.

Although many companies show FAQs on their official websites, they face common challenges such as “customers don’t check our FAQ page and so cannot decrease call inquiries at all” and “cannot tell whether our FAQs are useful, and which FAQ content needs to be modified, deleted, or added.” At the same time, consumers prefer self-service solutions over relying on customer support centers, as much as possible. transcosmos’s research shows that about 80% of consumers try solving their problems by themselves before contacting customer support centers. It is also said that this trend is strong in particular among Millennials and Generation Z.

There is also a change in consumer behavior. Traditionally, consumers first visited a company’s official homepage and then moved onto a page which shows the information they need, but today, consumers start from “Search,” and directly access the page that they want to check such as a product or service page and FAQ page. Given the increase in importance of Google search results since the arrival of the smartphone, businesses must show relevant content and a significant amount of it on Google search result pages to provide information that enables consumers to self-solve their problems which will ultimately result in higher customer satisfaction.



On top of FAQ content creation, analysis and reporting services that the company's existing knowledge management services offer, the new service also structures clients' FAQ page (tag information written in html code to make it easier for search engine to recognize the information) and offers SEO solutions. With this service, consumers can find relevant content at the top of search result pages when they search on Google and other search engines, creating an ideal search experience for users. What's more, equipped with an FAQ engine that enables natural language search, not mere keyword matching, the service shows FAQ content that is relevant to consumer's search query. The engine also comes with a suggest function as a basic function that provides suggestions to consumers as they enter their search query into the search box. Pricing plans start with an initial implementation fee of 300,000 yen and a monthly running fee of 100,000 yen.

Distinctive Tool Features

01. Intuitive UI

Our easy-to-use UI enables you to handle all tasks including creating & editing FAQ content, creating categories and changing display order, and more (no need to edit html codes).



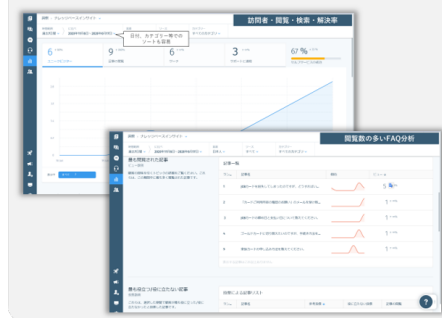
02. Workflow

Just a one-click to complete [Create=> Review=> Publish] workflow (once your designated staff check & approve the content, the FAQ will be published).



03. Reporting

You can check various reports such as view counts, zero hit count, consumer reviews, etc.



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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 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