

# Press Release

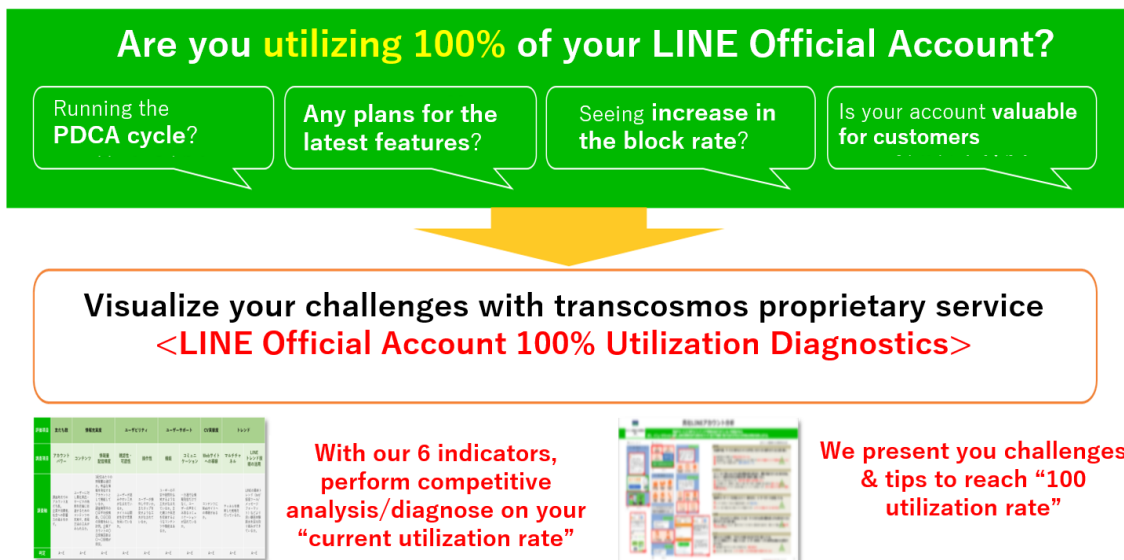


July 15, 2021  
transcosmos inc.

## transcosmos releases “LINE Official Account 100% Utilization Diagnostics” service

**Assesses LINE Official Account utilization rate with six proprietary indicators, and helps businesses solve their challenges and operate their accounts more effectively than ever before**

transcosmos inc. (Headquarters: Tokyo, Japan; President & COO: Masataka Okuda) hereby announces that the company will begin offering “LINE Official Account 100% Utilization Diagnostics” service. Leveraging its abundant service records in implementing and operating LINE Official Accounts for about 200 clients and 250 accounts, transcosmos assesses how clients are utilizing their LINE Official Account based on its proprietary performance indicators, and presents tips that help clients reach 100% LINE Official Account utilization.



Today, LINE has become a critical customer touchpoint for clients, and a platform that makes or breaks user satisfaction and usability. Yet, only a few businesses are keeping up with its various features that continue to be upgraded on a daily basis, or grasping trends in messaging and timeline posts, thereby making the most of their LINE Official Accounts.

With this service, transcosmos analysts, the experts in LINE Official Account planning, assess the utilization level of clients’ and their competitors’ LINE Official Accounts with six proprietary indicators, such as the use of latest features, consistency with market trends, and user operatability/benefits. Based on the findings, transcosmos will present a report, which includes success stories and best practices from other companies, in addition to identified challenges and tips for improvements.

After presenting the report, transcosmos can also make a specific proposal for improvement as an optional service. In line with the report findings, transcosmos will offer account operations services performed by members certified with the “LINE Official Account Basic” under the LINE Green Badge Program, make proposals for plan/solutions that leverage LINE features as a certified “Planning Partner” under the LINE Biz Partner Program, offer the transcosmos proprietary AI-powered performance prediction platform that enables effective messaging, and more. Ultimately, transcosmos thoroughly help clients utilize 100% of their LINE Official Accounts.

### ■ Service flow from survey to reporting

1. Specify your LINE Official Account and that of competitor’s for survey

\* The service price covers assessments for three accounts; your own account (one account), competitor’s account, and a company with best practices. (Please contact us if you wish to include more than three accounts.) If you do not have any specific request, we will propose which

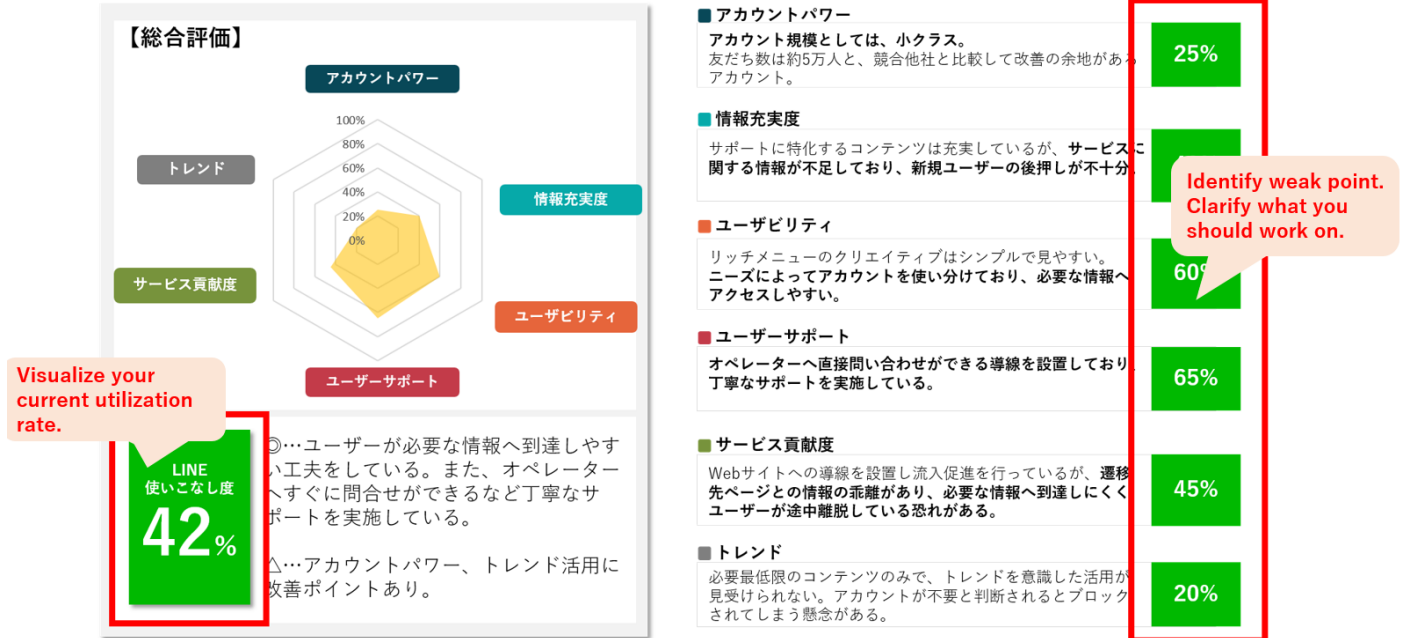
company's LINE Official Account to include in the survey.

2. transcosmos analysts conduct survey (about two weeks)

3. transcosmos issues a report which shows the results of diagnosis

4. transcosmos presents a more specific proposal for solving your current challenge such as a plan to improve operations and connecting your LINE Official Account to other systems based on the report as an optional service.

■ Survey reporting (for illustration purposes only)



■ Pricing

15,000 yen/survey on 3 accounts

transcosmos continues to help clients across a broad range of industries make the most of LINE-related services, building on its proven record in development, implementation and operations of LINE-related services.

\*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 167 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/>

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