

Press Release



February 10, 2022
transcosmos inc.

transcosmos helps Kosai city, Shizuoka prefecture renovate its LINE Official Account to enhance its features and services

Contributes to the city in increasing user convenience by delivering route and location information of its Corporate Shuttle BaaS service in addition to municipal information via LINE

transcosmos inc. (Headquarters: Tokyo, Japan; President & COO: Masataka Okuda) hereby announces that the company implemented DEC Connect, its proprietary API platform that lets users create links to various external systems, databases and more, to Kosai city, Shizuoka prefecture (Mayor: Takeshi Kageyama) on February 1, 2022. With the platform, transcosmos has assisted the city in renovating the Kosai City LINE Official Account (Account Name: Kosai City <https://page.line.me/iri2851u>).

With the aim of driving Kosai city's sustainable development towards its future by making its citizens live and work in their communities, Kosai city has been sending out information featuring the charm of the city such as weekend events and local specialties not only to local residents but also to people who are interested in, and who are supporting the city via its LINE Official Account. Now, with transcosmos DEC Connect in place, the city has enhanced the features of its LINE Official Account. To make its services more convenient for citizens, the city will deliver more diverse information than before, including municipal information, information for families, disaster and disaster prevention and more via its renovated LINE Official Account released on February 1, 2022.

■ Kosai City LINE Official Account: Key enhanced features by DEC Connect

▪ Segmented messaging: Delivers municipal information by topic

By selecting specific topics from municipal information, information for families, disaster and disaster prevention, and for businesses, users can receive only the information they want on a regular basis.



Settings

1.入力 → 2.確認 → 3.完了

希望する情報(複数選択可)

- 市民向け (週1回程度配信)
- 親子向け (週1回程度配信)
- 就職支援 (月2回程度配信)
- 事業者向け (月2回程度配信)
- がいこくのひとつ (やさしいにほんご)

防災メッセージ受信設定

- 受信しない
- 日本語
- やさしいにほんご

生まれた年

1980年

Select rich menu Living tab on the left. To receive the information you want, tap Settings on the bottom-right and register the topics of information you want to receive, your child's date of birth, and other necessary information.

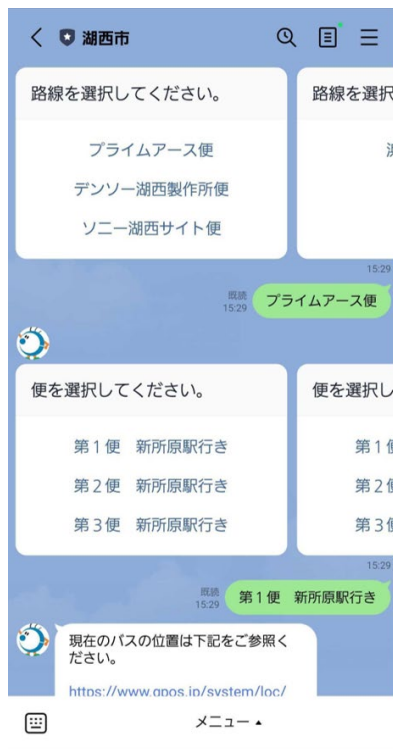
• **Rich menu: Tabbed rich menu**

By switching tabs, three different menus appear on the screen, enabling users to quickly access more information on the rich menu than before.



• **API connect to external systems: Corporate Shuttle BaaS Route & Location**

On December 2, 2021, Kosai city began a demonstration experiment on a new transport option known as "Corporate Shuttle BaaS," which allows citizens to use private bus services already operated by large local companies. Given the surge in omicron cases, the Covid-19 variant, the city cancelled the experiment on January 25, 2022. Originally, Kosai city was planning to show route and location information on LINE, via the renovated account using DEC Connect's feature that creates a link to external systems.



Corporate Shuttle BaaS Route & Location
(for illustration purposes only)

Reference) About Corporate Shuttle BaaS / Kosai City

<https://www.city.kosai.shizuoka.jp/soshikiichiran/sangyoshinkoka/koutuu/kigyousyatorubaas/10651.html>

Building on its track record in implementing features on the LINE Official Account, and managing the Accounts, transcosmos will continue to scale up DEC Connect features, thereby assisting local governments in utilizing LINE for more diverse areas. Ultimately, transcosmos will push forward and help all municipalities across Japan digitalize their services for their citizens.

● About DEC Connect

DEC Connect is a communication management platform, which helps clients communicate with their customers by suitably combining various communication channels including LINE and Facebook Messenger with clients' customer data, purchase data, website log and other customer databases as well as with chat solutions like bot and AI. With this platform, clients can send messages to their customers and execute chat-based initiatives without any development. At the same time, its API based design helps clients drastically reduce man-hour to connect various communication channels as well as to set link to external databases and solutions.

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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 173 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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