

Press Release



July 21, 2022
transcosmos inc.

transcosmos opens and launches Sales Chat Center service to enhance online customer services

Enhances sales chat services to boost conversion after driving online traffic via ads and owned media

transcosmos inc. (Representative Director, Co-presidents: Koichi Iwami, Masaaki Muta) hereby announces that the company opened a Sales Chat Center in July, 2022 in order to further enhance its online customer services. In addition to carrying out initiatives to drive online traffic via online ads and owned media – the area in which transcosmos excels - the company's specialists with sales and marketing expertise will make the most of cutting-edge technologies to boost online conversion. Ultimately, transcosmos will help clients expand their sales.

Given the change in consumer lifestyles under the COVID-19 crisis, consumers today purchase more items online, a more convenient way for shoppers than offline. Yet, at the same time, about one in two consumers prefer to have online store chat services to consult about their purchases before making a purchase decision. In particular, two in three in their teens and 20's want to have online customer services (*1).

With the new Sales Chat services by transcosmos, clients can serve their customers the way they do in physical stores.

To date, transcosmos has been offering performance assessment services aimed at improving chat support process flows and driving online traffic. And for chat operations, the company has set up its own certification program, The Live Chat Master Certification (*2), and has been delivering a wide range of services associated with chat operations. Combining expertise and knowledge built on the company's experience in chat services and achievements in ads and owned media operations, transcosmos will help clients maximize online conversions with its new Sales Chat Center services.

■ Sales Chat Center Distinctive Features

1. Develop, offer and manage ads, owned media and sale chat services as one team

Sales Chat Center team will offer end-to-end services aimed at boosting conversion rate after capturing online customers. On top of designing the right customer service flows to serve customers at the right time, the team performs current analysis, makes proposals to increase performance, and manages chat services with the goal of maximizing online traffic. The team will also manage chat operations services along with each client's marketing strategies.

2. Hybrid chatbot/chat agent services

The Sales Chat Center team offers both chatbot and chat agent services along with client needs. For chat agent services, certified Live Chat Masters serve customers and manage sales performance (sets KPIs, reports results, and executes initiatives for improvement), making the live chat experience a pleasant one for customers.

3. Perform data analysis and execute initiatives for improvement specifically designed for each process

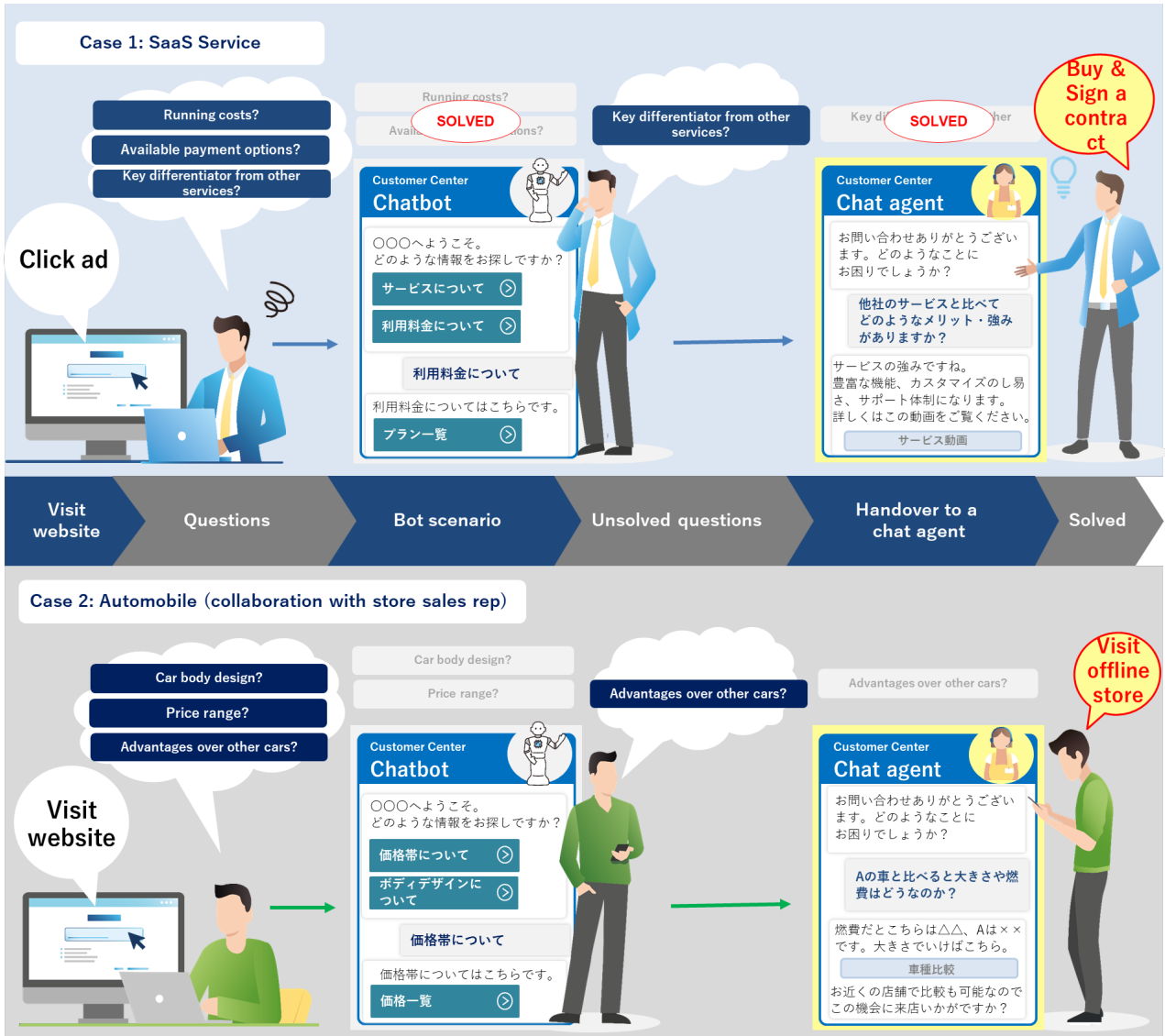
With the goal of increasing the conversion rate, the team sets KPIs for each process (ad & SEO click rate, popup conversion rate per scenario, chat acceptance rate, and acquisition rate per scenario) and comes up with initiatives for improvements. The Sales Chat Center team will confirm the impact of each initiative on the performance of each process, and make the performance even greater continuously.

4. With the right customer service tools, technologies and AI for each client, maximize outcome

The team will offer tools that best match each individual client such as DEC Support, transcosmos proprietary platform, KARTE (*3) by PLAID Inc., ShowTalk (*4) by REGAIN Inc., and more. Furthermore, the team will offer its proprietary AI-powered system that analyzes winning patterns, thereby pushing up acquisition rate. Building on both sales expertise

and technology, the Sales Chat Center team helps clients maximize their online performance.

■ Sales Chat Center customer services example (for illustration purposes only)



As a clients' partner, transcosmos will continue to assist clients in their sales and marketing activities, thereby boosting customer loyalty and expanding sales.

□ Seminar Information

Title: Tips for boosting onsite conversions ~ Boost sales via sales chat ~

Content: Find out details of the sales chat services introduced above together with client case studies.

Join the seminar and get seminar-participants only plans.

Date: Tuesday, July 26, from 16:00 to 17:00 @ online (zoom)

Registration: <https://www.trans-cosmos.co.jp/seminar/220726.html>

*1 Source: transcosmos inc. "Consumer survey on the needs for customer services on e-commerce sites"

*2 transcosmos develops The Chat Live Master Certification

*3 transcosmos forms a business partnership with PLAID, the provider of KARTE

*4 About REGAIN Inc. (no translation available)

*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 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 170 bases across 28 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 to consumers in 46 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. Visit us here <https://www.trans-cosmos.co.jp/english/>

Contact for Media Inquiries

transcocosmos inc. Public Relations & Advertising Department
Email: pressroom@trans-cosmos.co.jp