

Press Release



October 26, 2022

transcosmos inc.

transcosmos online communications inc.

transcosmos and transcosmos online communications help Misawa City, Aomori Prefecture deliver municipal information to its citizens via LINE

Connecting LINE with a disaster alert email system, increase/diversify channels for sending disaster prevention information to its citizens

transcosmos inc. (Headquarters: Tokyo, Japan; Representative Director, Co-presidents: Koichi Iwami, Masaaki Muta) and transcosmos online communications inc. (Headquarters: Tokyo, Japan; President: Hiroshi Kaizuka) are proud to announce that the two companies offered KANAMETO, a Digital Transformation (DX) tool powered by LINE, to Misawa city, Aomori prefecture (City Mayor: Yoshinori Kohiyama) on October 1, 2022. With KANAMETO, the two companies helped Misawa city send more municipal information as well as disaster prevention information via LINE.

Misawa City LINE Official Account Rich Menu

Misawa City LINE Official Account QR Code



Misawa city created “Misawa City LINE Official Account (Account name: Misawa City)” on October 1, 2022. Via the account, the city sends out various information including COVID-19, medical, childcare support, health, elder care & welfare, application processes, and tourism & moving in. In addition, the city offers a waste separation search and waste collection alert features, and a service to receive reports from its citizens on road-related troubles and requests for snow removal.

(Reference) Misawa city official website – News: “Misawa city creates Misawa City LINE Official Account!” (no translation available): <https://www.city.misawa.lg.jp/news/index.cfm/detail.19.49032.html>

Misawa city is particularly focused on disseminating disaster prevention information via its LINE Official Account. With a dedicated rich menu for disaster prevention, Misawa City LINE Official Account offers users information about disaster prevention, hazard maps, shelters, and infection prevention measures in shelters.

Misawa city began delivering Information Email in Misawa in October 2022, sending out e-mails with disaster and disaster prevention information. Now, with KANAMETO’s feature, “Connect to Disaster Prevention Email,” Misawa city sends out the same information covered in the Information Email in Misawa via LINE. Users can choose and receive the information they want from categories such as weather, fire, crime-prevention, road safety, US military base, and emergency wireless alert.

They can also choose not to receive messages during the night hours.

Misawa city has been communicating disaster prevention information to its citizens via its e-mail based service, Information Email in Misawa, city official website, and the community emergency wireless alert system. Adding LINE - the communication app popular with diverse age groups – as a new channel, Misawa city can deliver information rapidly and surely more than ever before. With multiple, diverse information channels in place, Misawa city can enhance access to disaster prevention information for its citizens. At the same time, the city can use the channels to secure the safety of its citizens and make them evacuate quickly and safely in times of disasters.

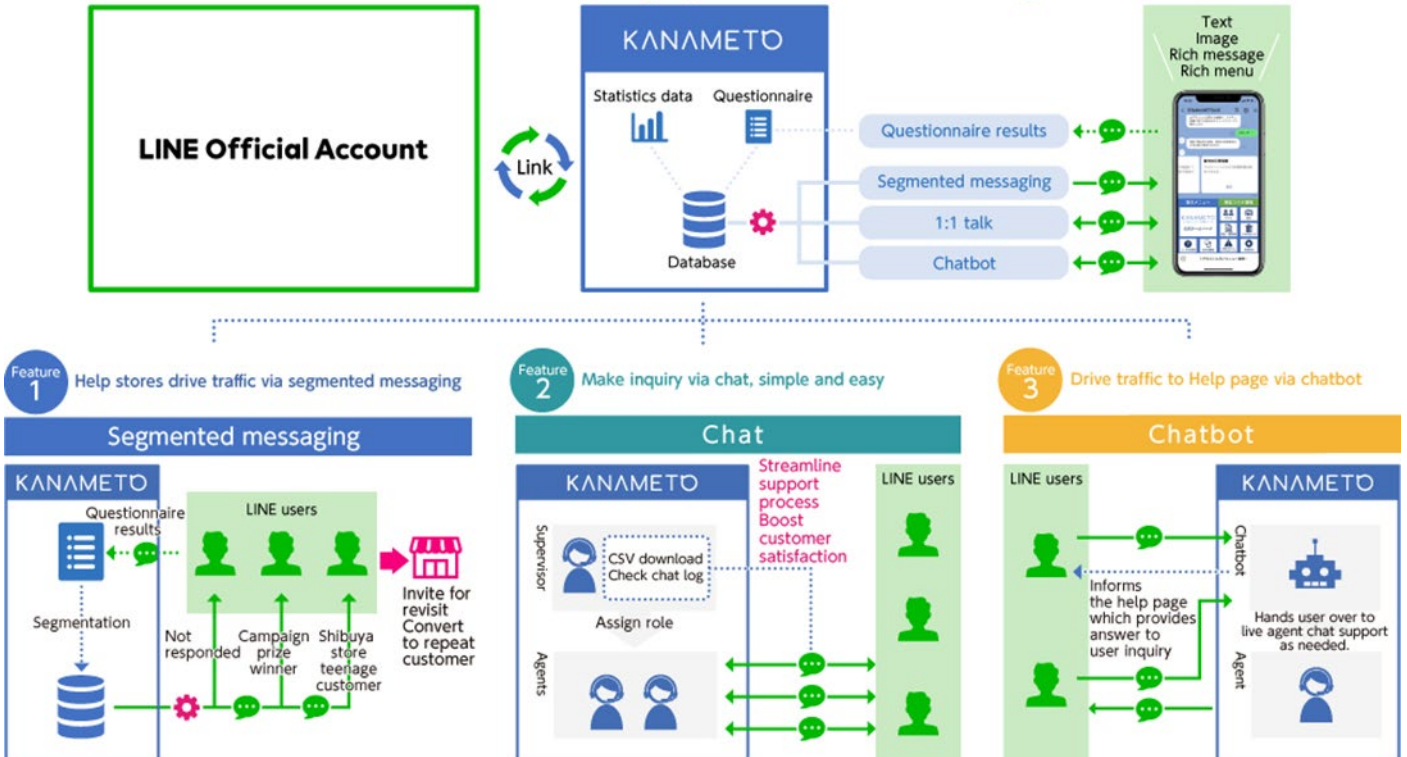
Through KANAMETO, transcosmos online communications will continue to assist governments in delivering information tailored to the needs of each individual citizens as well as driving their digital transformation (DX) initiatives.

■ About KANAMETO

KANAMETO is a LINE-powered Government DX tool developed and offered by transcosmos online communications inc., a joint-stock company between transcosmos, LINE Corporation and salesforce.com Co., Ltd. KANAMETO empowers governments to digitalize a variety of resident services including segmented messaging to deliver information that residents want to receive, Q&A chatbot related to COVID-19, sending out disaster prevention information, citizen reporting for road and park-related problems, My Number card issuance reservation desk, chat-based child-care consultation, and more. Today, KANAMETO empowers more than 120 local governments.

KANAMETO × LINE Official Account

Boosts LINE user engagement via 1:1 marketing



*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 online communications inc.

transcocosmos online communications inc. was founded in May 2016 as a joint-stock company between transcocosmos inc. and LINE Corporation. In October 2017, the company received investment from Salesforce Ventures, an investment arm of salesforce.com, Inc. Powered by LINE's platform user base and transcocosmos's sales and development capabilities, a GovTech venture business transcocosmos online communications continues to deliver various solutions and services that help governments build a better and stronger relationship with their residents. In September 2017, transcocosmos online communications released KANAMETO, its proprietary LINE-powered Government DX tool. Visit us here (no translation available): <https://transcocosmos-online.com/>

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 173 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/>

報道関係者お問い合わせ先

トランスコスモス株式会社 広報宣伝部 富澤 Tel:03-6709-2251 Email: pressroom@trans-cosmos.co.jp
transcocosmos online communications 株式会社 広報担当 TEL:03-5904-9091 Email: pr@transcocosmos-online.com