

# Press Release



November 16, 2022  
transcosmos inc.

## transcosmos releases a VoC marketing solution that enhances usability and boosts CX

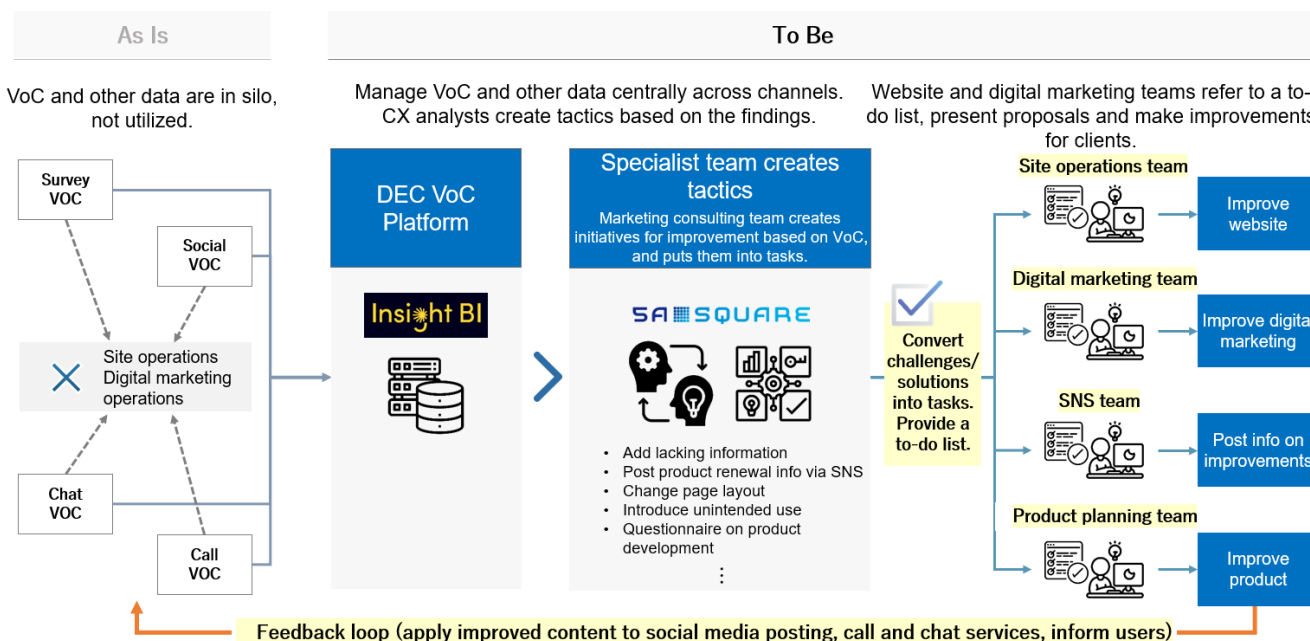
**Based on voice of the user, defines a VoC coverage as an indicator for enhancing website, digital marketing initiatives, and products to help businesses deliver a greater CX to their customers**

transcosmos inc. (Representative Director, Co-presidents: Koichi Iwami, Masaaki Muta) is proud to announce that the company has released a VoC marketing solution that helps clients solve their marketing-related challenges. The VoC marketing solution offers a scheme that centrally manages diverse VoC (Voice of the Customer) accumulated via user touchpoints across channels such as social media, and call and chat services operated at contact centers. Converting the accumulated VoC into tactics, transcosmos customer experience (CX) analysts suggest the right solution for clients to solve their marketing challenges.

Today, companies of all industries are carrying out various initiatives to boost CX such as website analysis, questionnaires, and advertising, and trying to come up with plans for improvement based on action logs captured from such initiatives. Yet, the action logs only tell businesses the behaviors of users who have taken action, which means they cannot execute initiatives that address invisible challenges. With the aim of solving such challenges, transcosmos has been helping many businesses increase usability of their official websites, and enhance their digital marketing initiatives by making them utilize VoC captured via call and social operations through TCI-DX solutions, transcosmos’s unique solutions that drive businesses in achieving their digital transformation (DX).

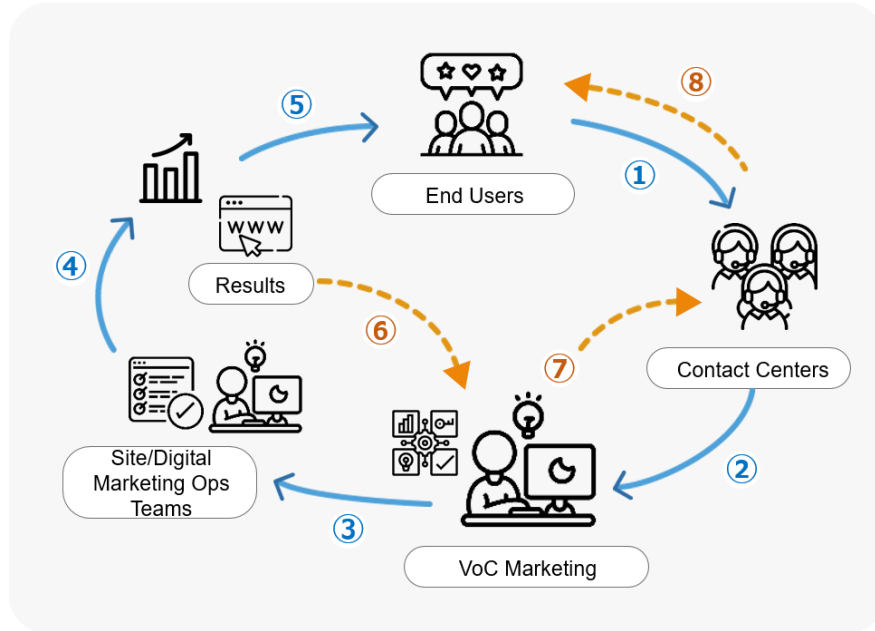
Now, transcosmos has defined that businesses must take initiatives that cover 90% or higher VoC to deliver industry-leading CX. The company has made the definition based on its proven record in VoC-powered initiatives, and expertise in managing a range of contact centers and digital marketing services, while taking into consideration the contribution that VoC initiatives make in boosting CX. Using the ratio as a key performance indicator (KPI), transcosmos will integrate various VoC data captured at each channel, analyze the integrated data, put the findings into tasks, and finally offer clients the VoC marketing solution, a new method for enhancing CX, working together with its operations team.

### VoC Marketing Solution Overview



To make the most of the VoC marketing solution, it is critical to constantly increase the value of voice of the users by elevating the quality of VoC data. In order to achieve this goal, transcosmos builds and offers a VoC marketing loop, an operational flow that enables businesses to create a cycle of collecting VoC data based on hypotheses, conducting strategic analysis, executing tasks, and making improvements.

### VoC marketing operational flow



#### Increase the quality of VoC with the VoC Marketing Loop

- ① Receive complaints and inquiries from end users.
- ② Pick up voice of the end users as VoC. Share VoC with the VoC marketing team.
- ③ Create a to-do list, give directions to site/digital marketing operations teams.
- ④ Improve site/digital marketing operations.
- ⑤ Inform end users of actions taken for improvement via SNS and newsletters
- ⑥ Form hypothesis from outcomes of operational improvements
- ⑦ Based on the hypothesis, inform contact centers of potential end user complaints.
- ⑧ Prepare talk scripts to address potential end user complaints.

Leveraging its unique strengths – its ability to offer services across contact center and digital marketing domains - transcosmos will continue to help clients solve a range of challenges by making meaningful proposals and offering operational services for each individual client.

\*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 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, transcosmos 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. 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.transcosmos.co.jp/english/>

#### Contact for Media Inquiries

transcosmos inc. Public Relations & Advertising Department  
Email: [pressroom@trans-cosmos.co.jp](mailto:pressroom@trans-cosmos.co.jp)