

Press Release



January 11, 2023

transcosmos inc.

transcosmos online communications inc.

transcosmos and transcosmos online communications help Midori City, Gunma Prefecture enhance its citizen services via LINE

The city accepts reservations to pick up My Number Card at the municipal office, and delivers municipal information effectively via LINE

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 Midori city, Gunma prefecture (City Mayor: Akio Suto) on January 4, 2023. With KANAMETO, the two companies help Midori city send out more municipal information via LINE.

Midori City LINE Official Account Rich Menu



Midori City LINE Official Account QR Code



Midori city released its renewed Midori City LINE Official Account (Account name: Midori City) on January 4, 2023. Via the account, the city sends out segmented messages that contain various information including topics on COVID-19, childcare, health and welfare, and events and tourism. In addition, the city began offering new features such as a messaging service on the trash collection calendar based on residential areas, and a chatbot service that automatically responds to frequently asked questions about notifications/certificates, insurance/pensions, and city planning/housing. With these expanded services, the renewed Midori City LINE Official Account has become the city's communication channel with its citizens, sending useful information tailored to their daily needs.

Prior to implementing KANAMETO, Midori City LINE Official Account only worked as a one-way channel from the city to users. Now, the account has features that enable users to report information to the city. Specifically, the account is equipped with a service for the city to receive reports on road-related troubles and damage sent from citizens via LINE, as well as features to receive and manage booking requests for its projects.

Currently, Midori City LINE Official Account is receiving bookings for picking up My Number Card (personal identification number card) at city halls and for online newborn care consulting services. For My Number Card pickup, users can choose a place for pickup (city hall) and the number of people who will be visiting the office to receive their My Number Card. Before implementing KANAMETO's booking feature, Midori city only received booking requests via phone calls and e-mails. With

this new feature, Midori city can now receive booking requests automatically as well as send out reminders. City office workers can enter booking requests received via existing channels on KANAMETO's admin screen, so the city can manage all booking data centrally, which ultimately increases work efficiency. The services have also become more convenient for citizens, as they can book, cancel and check on their reservation status via LINE 24/7/365 regardless of office hours.

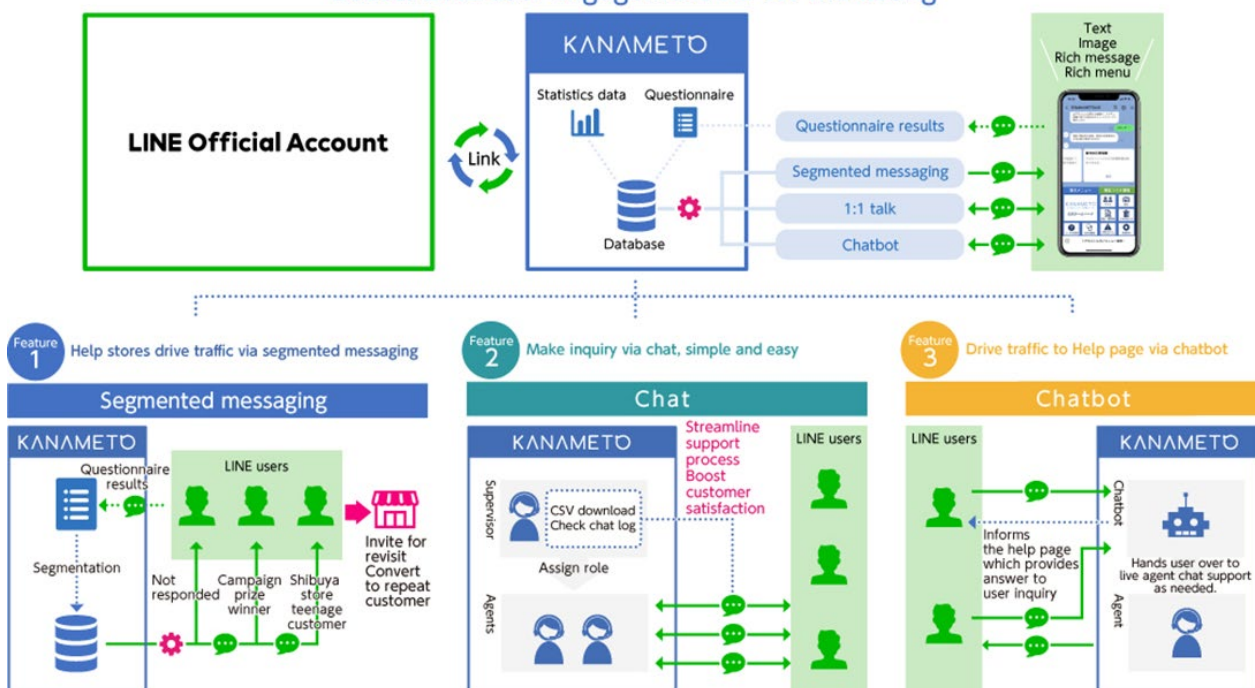
Through KANAMETO, transcocosmos online communications will continue to assist governments in delivering information tailored to the needs of each individual citizen as well as driving their digital transformation (DX) initiatives.

■ About KANAMETO

KANAMETO is a LINE-powered Government DX tool developed and offered by transcocosmos online communications inc., a joint-stock company between transcocosmos, 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 150 local governments.

KANAMETO × LINE Official Account

Boosts LINE user engagement via 1:1 marketing



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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 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 172 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.trans-cosmos.co.jp/english/>

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