

# Case Study

Digital Marketing Services

- 1 Offer services crossing the language barrier for Japanese customers
- 2 Deliver hybrid operations combining chat, call, email, and SNS
- 3 3 months after the project launch, operational efficiency improved dramatically through the seamless use of data

We highly appreciate transcosmos's rich experience in customer support operations that crosses language barriers, and its ability to offer flexible support.

We had been looking for a partner who owns a wealth of service knowledge in Japan and abroad for our globalization initiative with a focus on Asia, but to our surprise, there were only a few Japanese companies that are able to go through the contracting process smoothly in English. Key decision factors for selecting transcosmos as our partner were that not only does transcosmos own multiple operations bases in various countries mainly in Asia and offer multilingual support services, but also this company actively delivers bot-based services.

We highly appreciate transcosmos agents who in a flexible manner can address customer inquiries that are sometimes unclear, based on their sound knowledge of customer service basics. Its tricky to translate this phrase but your translation has the same meaning and nuance I believe.

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## Provided “Gogo”, an inflight internet service provider, with customer support solutions via chat, call, email, and Twitter

### Offer services crossing the language barrier for Japanese customers

Headquartered in Chicago, U.S., Gogo LLC (Gogo) provides “Gogo”, an inflight Wi-Fi service which is currently available in over 3,000 aircraft across 12 private airlines globally. Aiming to enhance its customer support management system for Japanese users, Gogo was looking for a partner who can support them to achieve this goal. In accordance with its requests, transcosmos delivered the customer support services in Japanese with multimedia; call, email, chat, and Twitter, whereas the terms of all business agreements must be signed in Gogo’s English template to provide its services. With respect to these challenges, transcosmos offered the proposal in collaboration with its Japan and U.S. team to provide solutions for Gogo LLC.

### Deliver hybrid operations combining chat, call, email, and SNS

In order to make the communication smooth, transcosmos U.S. team led the proposal and contracting phases as a counterpart to Gogo.

On the other hand, transcosmos Japan team worked on establishing a management system by leveraging transcosmos Yokohama Digital Communication Center with dedicated highly-skilled, chat agents. Chat is one of the essential channels for customer communication to receive real-time customer services for issues like internet

connection problem during flights. Furthermore, through leveraging multiple channels; call, email, and Twitter, transcosmos established a hybrid operations scheme provides users with the optimum channel for their respective circumstances at the right time. In order to tackle the challenges with Gogo and offer the best solutions swiftly, transcosmos selected chat tools focusing on speedy communication.

### 3 months after the project launch, operational efficiency improved dramatically through the seamless use of data

transcosmos successfully increased operational efficiency whilst securing agents’ service quality. By aggregating user inquiries and support logs collected via various channels, transcosmos built a shared knowledge base to which all agents can access in real time. Leveraging this knowledgebase, agents can now provide necessary information to users through the best channel for each individual user.

As of today, Gogo only offers an agent-based chat support but the company aims to boost operational efficiency by applying a bot-based support service in the future. In order to support Gogo’s global business expansion focusing on Asia, transcosmos will continue to further contribute to Gogo’s business by proposing multilingual support services with the use of cutting-edge technology and operations bases in various countries.

### Services provided to Gogo LLC.

