

# Case Studies

- TRANSCOSMOS AMERICA





# ROBOTIC PROCESS AUTOMATION

# Case Study – Robotic Process Automation (RPA)

## Cost Allocation Computation and Journal Entry Recording

(Finance & Accounting)



<https://vimeo.com/632779091/99f64e78b9>



## Customer Management System Reporting

(Customer Experience Operations)

<https://vimeo.com/635832373>



## Payslip Generation and Sending

(Human Resources)

<https://vimeo.com/632765878/2a1fc3766d>



### Summary

A VBA + RPA Solution with functions including macro that prepares the cost allocation and expense accounts excel reports, a Bot that triggers the macro tool, downloads reports and imports journal entry template to record journal entries in QuickBooks.

A VBA + RPA Solution that downloads all raw data from CMS Supervisor19 application and stores in the repository then triggers the macro to prepare the reports that contains KPI metrics which is shared with the client daily.

A VBA + RPA Solution that generates payslips, saves the generated payslip via PDF format and encrypts the file with password then sends the payslips via email to employees scalable to accommodate increase in headcount.

### Challenges

- ❖ Tedious effort in doing repetitive task of copying and updating of files
- ❖ Long time spent in doing current process every month which can be allotted in doing other value adding tasks.
- ❖ Manual processing leads to inaccurate data captured
- ❖ Several steps have to be put in place to ensure accuracy

- ❖ Report preparation is tedious and involves a lot of excel files
- ❖ There can be an inaccuracy with the reports since report preparation is mostly copy and paste.

- ❖ Tedious and repetitive activities impacting timely distribution of payslips
- ❖ Long time spent in assigning individual password
- ❖ Security breach-prone as erroneous linking of target file may lead payslips being sent to unintended recipient
- ❖ Several steps have to be put in place to ensure confidentiality

### Outcomes

- ❖ 95% Reduction in AHT (from 12 hours to 0.61 hrs left for manual effort)
- ❖ 100% Mistake Proof
- ❖ Empowered Employee

- ❖ 1-click report processing
- ❖ Improved accuracy and speed (from 30 mins to 15 mins daily run)
- ❖ Availability of raw data for easy audit trail
- ❖ Can be replicated to other existing accounts using CMS (majority of existing accounts)

- ❖ 97% Reduction in AHT
- ❖ Empowered Employee
- ❖ Improved Data Security
- ❖ Timely Distribution of payslips
- ❖ Scalable, can accommodate headcount expansion



**CONTACT CENTER**

# Case Study – Leading Global Automotive OEM



## Problem

No designated central team/authority to nurture the lead and follow up  
No system to track interest levels or create segmentation of prospects  
Have presence everywhere.  
Unable to build/scale lead qualification teams

## Solution

Introduced our Call Automation platform to their everyday business to consolidate and qualify leads from multiple channels

## Result

Sales Impact of \$ 300K  
12% Interested to buy and 8% booked test drive  
Leads Qualified < 5 days  
Projected Annual Savings \$ 4M

# Case Study – Awaji City, Japan



## Problem

Strengthen relationships with the citizens/related members living outside the city by sending out information that meets the needs of each individual

## Solution

Implemented “KANAMETO,” a Digital Transformation (DX) tool powered by LINE

## Result

Using the Disaster Prevention Email Connected Solution by KANAMETO, the city can now automatically send disaster and other emergency information, such as COVID-19 updates, to users’ LINE accounts that have only previously been sent via emails using the city’s disaster prevention email system

# Case Study – DHL



## Problem

DHL was looking for an experienced partner with proven capability and experience to further enhance the defined service. DHL required a flexible service model, where the capacity of the service can be increased or decreased reflecting the seasonality or business demand.

## Solution

transcosmos Information Systems (TCIS) provides internal end user IT Tech Service Desk support for German and Benelux geographies. All requests are logged into DHL's call management system Global ServiceNow.

## Result

Improved response quality and improved efficiency for the customer journey.  
*"Simplicity! transcosmos (formerly Merlin) makes the complex easy and the services transparent from my internal help desk to my customers. transcosmos has been the best partner I have ever worked with in my career"*  
Pete Graf, Head of Global Help Desk, DHL.



# Case Study – Microsoft Japan

# Microsoft

## Problem

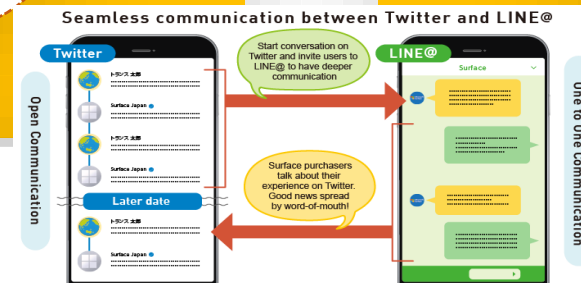
Boost customer satisfaction while solving customer questions and concerns before they make a purchase

## Solution

Transcosmos provided our Social Media Services to Microsoft. Considering each user's specific situation, integrated Twitter and LINE@ operations

## Result

Surface Twitter & LINE@ integrated operations more than doubled\* users interested in purchasing Surface Grew Surface fans and solved user problems





# Case Study – Sumitomo Mitsui Trust TA Solution Co., Ltd



## Problem

Challenge of producing measures to assist call center agents who work at its stock transfer agency business in terms of their knowledge and the level of customer services.

## Solution

Assist Sumitomo Mitsui Trust TA in achieving digital transformation of its contact centers.  
transcosmos helped the company implement and operate two AI services (speech recognition AI and text summarization AI)

## Result

As the industry leader, Sumitomo Mitsui Trust TA drives Contact Center Digital Transformation (DX). transcosmos helped Sumitomo Mitsui Trust TA increase the quality of customer service, thereby boosting shareholder customer satisfaction.



# Case Study – Matsui Securities Co., Ltd



## Problem

Matsui needed a major enhancement of support systems, support teams, and operator training

## Solution

Transcosmos provided our Call Center Services to transform their internal securities team to be efficient and cost effective

## Result

The largest scale in the online securities industry, operating with an organization of 200 transcosmos operators.  
Received the highest “Three Star” rating in the HDI-Japan contact center ranking for five consecutive years

# Case Study – Housecom Corporation



## Problem

Ease the process for their customers to search properties as well as contact real estate agent offices to make inquiries.

## Solution

transcosmos deployed “LINE Business Connect” and developed “DECAdS Connect Edition”, a unique API for businesses.

## Result

“DECAdS Connect Edition” drastically reduces person-hours required to link communication channels to solutions like bot and AI, and to external databases. transcosmos successfully connected LINE platform to HOUSECOM’s databases, including customer information and rental housing information, in a short delivery time

# Case Study – Multinational Insurance Company – Revenue +3.2 B



## Problem

Lack of automation for web/app-based calls –  
**Click2Call**  
High inbound call volume through web, app interface – 200,000 calls per month  
Low CSAT scores due to high wait time

## Solution

End-to-end automation through Virtual Assistant on App  
  
2 languages supported  
  
40+ intents identified

## Result

Reduced up to **50%** calls to human agents  
  
**Zero** calls missed/unattended  
  
Complete integration with existing CRM systems

# Case Study – Ministry of Internal Affairs and Communications (MIC), Japan



総務省

Ministry of Internal Affairs and Communications

## Problem

Improve emergency medical care helping disaster medicine, address long work hours of doctors, nurses and other medical professionals, and enhance community medical service system

## Solution

Implement local fifth-generation mobile communication (local 5G)

## Result

Increase hospital survival rates with highly advanced medical treatment.

Make a significant contribution to achieving work style reform for doctors, nurses and other medical professionals.



# Case Study – Exide Technologies



## Problem

Exide Technologies required a transition of Exide Technologies Help Desk, On-Site (Local Services) and Infrastructure Support from their partners in order to standardize operating procedures across all Exide locations, implement Service Levels and KPIs and to improve Service Level performance

## Solution

- A fully managed service;
- An intelligent and highly customer focused support teams;
- High levels of the first-time resolution
- Reduction in cost on site resource;
- Exceptional service quality and customer satisfaction;
- Continual service and cost improvement.

## Result

Infrastructure Services is delivered remotely from transcosmos' operations in Manila, Philippines.

Transcosmos is continuously applying ITIL best practices on the daily basis.





# Case Study – ISS (International Service System)



## Problem

ISS was receiving complaints from FCO employees about the service desk and how they were sometimes difficult to understand or be understood.

## Solution

transcosmos Information Systems-UK (TCISUK) provides internal end user IT Tech Service Desk support  
TCISUK also provide data entry capabilities to ISS for FCO and Barclays (USA), recording the sites energy usage and reporting these figures to the relevant departments.

## Result

Due to the success of the FCO service, in September 2012, ISS awarded TCISUK with the ISS Barclays contract.  
To date, across all the ISS sub-contracts, TCISUK supplies 24 agents out of our Manilla, Philippines offices.

# Case Study – Ryanair



## Problem

Looking for a provider to deliver a cost effective near-shore operating platform located in Hungary, to meet seasonal peaks and unforeseen events driving spikes in customer contacts

## Solution

Transcosmos offered them a combination of very competitive costs, highly flexible resourcing and high levels of quality.

## Result

Improved their levels of customer service, for example by providing actionable customer feedback from our frontline agents and improving efficiency with a reliable forecasting model.

# Case Study – Fuji Dream Airlines



## Problem

With an increase in calls related to boarding and reservations, FDA was looking to improve the response rate

## Solution

Transcosmos proposed an improvement by using our call center know-how and by analyzing the number of calls and call times

## Result

Improved response quality through personnel expansion and by implementing skills development trainings based on operational levels  
Improved customer satisfaction through a rapid increase in calls answered



# Case Study – Kanagawa Prefectural Government



## Problem

The Prefectural Government and fire departments made contacts via phone call and fax for providing information on disaster occurrence, sharing disaster situations, arranging disaster response teams, etc. Yet, these information sharing methods caused communication delays

## Solution

Transcosmos introduced LINE WORKS at full scale with an aim to strengthen initial emergency response capabilities of “Kanagawa Shobo,” a disaster management scheme through which the prefectural government and all fire departments across the prefecture collaborate to support disaster-affected areas in the prefecture at the time of disaster

## Result

When Typhoon Hagibis, one of the severest natural disasters, struck Japan in October 2019, Kanagawa Shobo was able to share disaster information through LINE WORKS much faster than calls and faxes, and efficiently organize and deploy rescue teams to disaster-hit areas by grasping each team’s availability by using a survey function of LINE WORKS.



# BUSINESS PROCESS OUTSOURCING

# Case Study – Finance and Accounting Case Studies

## Improvement of SOA Sending through RPA

(Finance & Accounting)



### Challenges

- ❖ Tedious and manual process in extracting data from SAP, plotting of extracted data to SOA template and consolidating of reports
- ❖ Manual process results to inaccurate data captured
- ❖ Current process takes more time spent which can be allotted to resolving other cases.



### Solution

An RPA Solution that automatically extract data from SAP, plot information to standardized SOA template and generate consolidated reports



### Outcomes

- ❖ 90% Reduction in AHT
- ❖ 100% Mistake Proof
- ❖ Improvement in Client Satisfaction

## Improvement of Payment Application through RPA

(Finance & Accounting)

- ❖ Tedious effort in meeting strict turn around time due to manual intervention
- ❖ Long time is spent to accurately capture payment allocation due to manual process
- ❖ Current process takes more time as payment notifications come from different sources (emails, EFT, web portals, shared drive from another centre)
- ❖ Delay in cash application leads to unnecessary follow ups to customers

An RPA Solution that captures payments and remittances from all sources (emails, web portals and shared drive) , extract payment information and automate matching of payments.

- ❖ Eliminates manual work of checking multiple sources of remittances
- ❖ Improves customer experience
- ❖ Improves cash flow
- ❖ FTE savings of 3.75

## Improvement of Collections through Analytics

(Finance & Accounting)

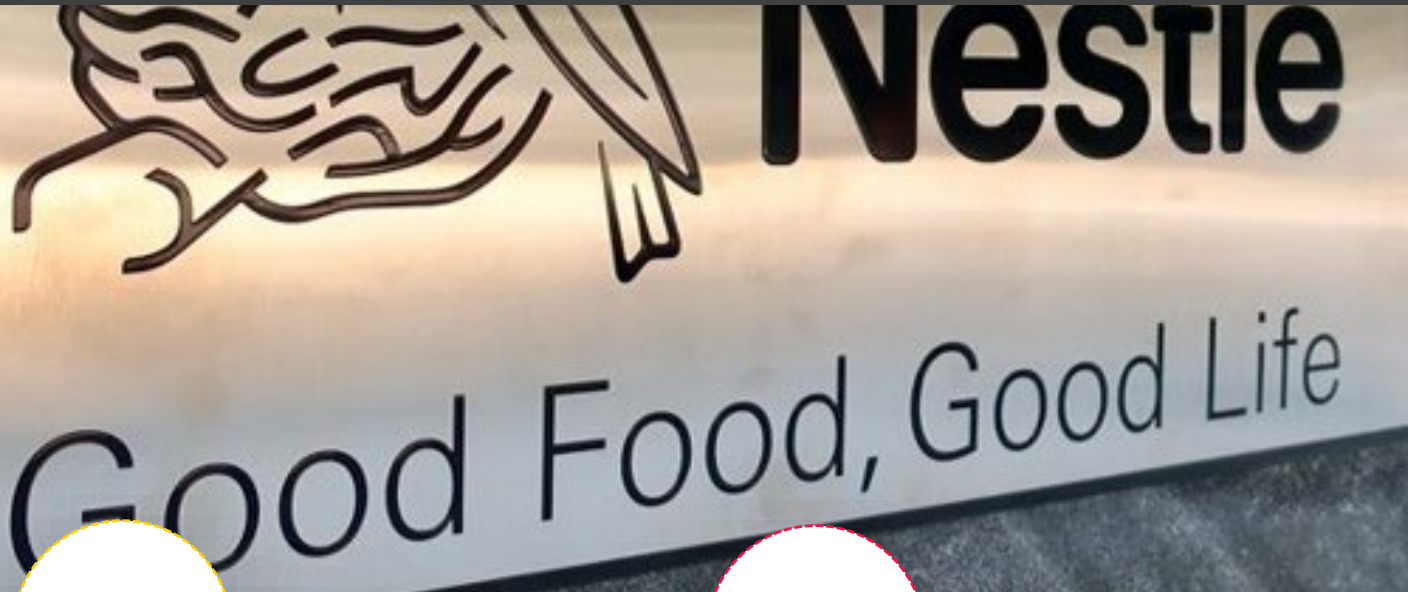
- ❖ Reports have to be submitted daily, weekly, monthly and varies per customer
- ❖ No standard reporting template and is taking time to generate and organize to meet client requirements
- ❖ Team not hitting collections targets
- ❖ No insights on aging accounts

A PowerBI dashboard was created which was the standard source of data in sending periodic reports. Client can also be given access to view data.

- ❖ Reliable, standard and user friendly collections dashboard which improved client satisfaction
- ❖ Reduction of overdue invoices through immediate credit processing against approved claims
- ❖ Immediate credit processing through available PODs.



# Case Study – Nestle Japan



## Problem

To secure a system capable of responding flexibly to changes in orders and to improve the service level

## Solution

In order to solve these challenges, Nestlé Japan decided to utilize outsourcing service for its order center operations. But due to the large number of products and different processing rules for different customers, order center operations were extremely complicated, making it a concern in considering using an outsourcer.

## Result

- Realized Business Continuity Planning (BCP) by taking advantage of BPO centers established all over Japan
- Optimized productivity and quality by utilizing a management tool made based on its unique know-how
- Continuous improvement of productivity and quality through joint project by both companies

# Case Study - National Federation of Workers and Consumers Insurance Co-operatives



## Problem

Improved efficiency of the administrative processing along with Fire Insurance System revision and securing quality for over-the-telephone customer service

## Solution

Transcosmos visualized the processes by utilizing its own platform for BPO to screen the verification forms for building structure classifications and for telephone reception duty along with resolving the flaws, with the outcome of zero security occurrences.

## Result

- Smoothly resolved issues and reduced the number of errors by sharing the confirmed document image with the call center
- Improved customer satisfaction utilizing customer service know how from the customers' viewpoint

# Case Study – Mitsubishi Regional Jet



## Problem

To eliminate the incidental operations through quick-impact measures in order to make effective use of man-hours.

## Solution

With our BPO Services, we constructed a Back-Office team in close proximity to the designers that would be able to provide prompt support for operations.

## Result

Since constructing the team, work requests can be made within a few minutes. Support quality is ensured through continuous improvement activities.



# Case Study – Bridgestone Corporation



## Problem

Shift design engineers' areas of focus to planning & development.

## Solution

Conducted BPR reflecting Genba's (operation site) perspectives  
Standardized design operations  
Outsourced both simple operations and more specialized areas

## Result

"Given the difficulty in driving our operations process reform project only by ourselves, I believe a third-party perspective is critical. transcosmos's fresh pair of eyes have identified many inefficiencies in our operations processes that we have overlooked because we granted them as natural."

**Mr. Yasuyuki Tamura**  
Vice President and Officer

# Case Study – Ajinomoto Group



## Problem

Needed help strengthening its function as chief of staff for management as well as governance & support functions for the group companies.

## Solution

Ajinomoto stabilized its expense processing operations by using transcosmos Business Process Outsourcing (BPO) services. Transcosmos helped Ajinomoto realize workstyle reform by shifting and centralizing management resources

## Result

- Centralized operations to BPO Center. Currently driving efficiency by setting KPIs.
- Freed-up 80% of operating hours in the Accounting & Finance dept. and shifted resources to governance function.



**MARKETING**



# Case Study – Sega Network



## Problem

Improve customer support quality in the Korean language

## Solution

- Analyzed the existing issue at the time of subcontracting a local vendor and suggested improvement measures
- Provided cooperative support with Japan and overseas local corporations to drive improvement of existing issues
- Provided total support with a contact center system with 4,000 work stations

## Result

Sega's customer evaluations has improved. Transcosmos continues to support Sega with its communication capabilities and works to improve their Korean customer support even further.

# Case Study – Bandai



## Problem

E-Commerce site development and operation for launch on the largest Chinese E-Commerce shopping platform, TMALL

## Solution

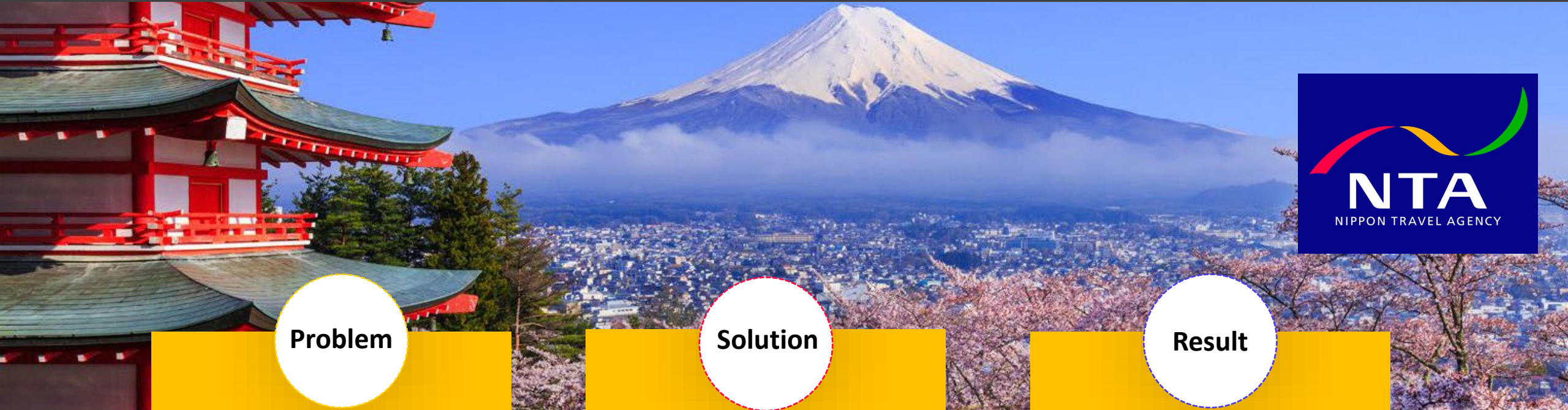
Provided one point of contact to support everything from the design, development and promotion to delivery of an E-Commerce site for its launch on the largest Chinese E-Commerce shopping platform, TMALL.

## Result

- Achieved a speedy systems integration through a strategic partnership with TMALL
- Achieved 150% growth in monthly sales and 149% growth in site visits in the three months following launch



# Case Study – Nippon Travel Agency



## Problem

As a travel agency founded more than 100 years ago, NTA wanted to guide each customer to the best possible travel information on their Website in the same way they do for their customers in their stores.

## Solution

Our Digital Marketing team redesigned NTA's Website to make effective use of the CMS and recommendation engine

## Result

Operation speed improved and operational efficiency was achieved with additional feature development for the CMS  
Traffic increased and the flow rate to core content grew by 170% with enhancement of the recommendation function

# Case Study – Resona Bank



埼玉りそな銀行

## Problem

Needed a more customer friendly website

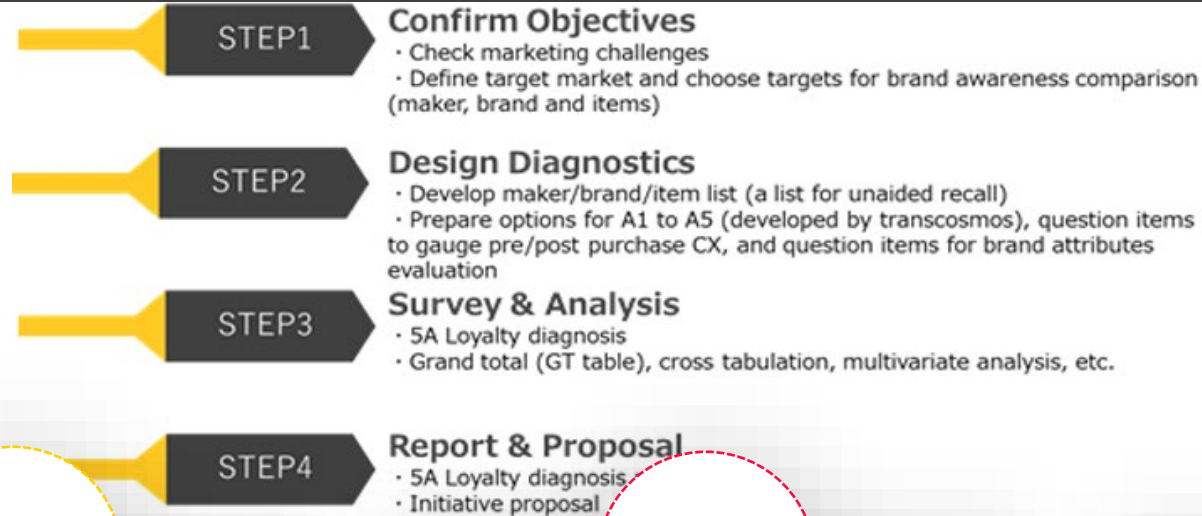
## Solution

With the power of process mining and data mining techniques, transcosmos will identify web pages that are not customer-friendly and then upgrade the pages at speed

## Result

Resona Bank and transcosmos have been collaborating in building Resona Bank's corporate website and have a collaborative office. There, the collaborative team engages in multiple active discussions and executes end-to-end processes that range from content planning to page upgrades.

# Case Study – Omron Healthcare China



## Problem

Wanted to simplify, quantify and visualize the result of comparative diagnosis with their competitors at one-stop

## Solution

transcosmos developed the 5A Loyalty Suite based on the customer path in this era of connectivity consists of 5A's, namely Aware, Appeal, Ask, Act and Advocate

## Result

Helped to enhance their marketing communication and customer touchpoints both before and after purchase, proposing initiatives for boosting sales and customer loyalty, and executing and operating the initiatives.