

Press Release



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transcosmos, Inc.

Transcosmos Successfully Bids on NHK Broadcast Viewing Fee Contract and Collection Operations ~ Implements Measures for Combined “Telephone Calls” and “Field Visits” in Parts of Atsugi City, Kanagawa Prefecture ~

transcosmos, inc. (Headquarters: Shibuya Ward, Tokyo; President and COO: Masataka Okuda; Securities code: 9715. Hereafter, transcosmos), Japan’s leading IT outsourcing services provider connecting businesses and their customers via a full suite of communication channels from person-to-person to the Internet, has made a successful bid on the Japan Broadcasting Corporation (Hereafter, NHK) open competitive tender for its broadcast viewing fee contract and collections operation for a part of a district in Atsugi City, Kanagawa Prefecture. The successful bid amount was 180,180,000 yen.

The winning business proposal submitted by transcosmos is as follows:

- The staff would consist of one chief administrator, two operational managers, eight contract and collections staff and two telephone solicitation operators (with clerical duties).
- To improve the contact ratio, a two-pronged approach of “telephone calls” and “field visits” would be implemented. Each contract and collection staff member would be assigned a particular area and “check all households” utilizing electronic mapping. For absentee households, an “informational letter” would be posted to increase the contact ratio with viewers. As a means to conduct field visits, taking the local circumstances into consideration, the contract and collection staff will take advantage of efficient measures other than door-to-door canvassing.
- When making a field visit where payments are in arrears, payment is due, the viewer is absent or otherwise requires further attention and telephone appointments shall be made.
- To increase the chances of actual contact with the viewers when leaving notices, implement field visits after obtaining appointments through telephone contact.

Also, in successfully bidding on this contract, NHK gave us the following evaluation:

- We appraised very highly the fact that operational managers would be assigned for both contract and collections operations. Further, we have high regard for the ingenuity shown to maintain highly efficient and effective field visits with the 9 staff members (including the operational managers) for contracts and collections to “check all households,” to maintain mobility and to integrate subscriber information into an electronic map,.
- For viewers with payments in arrears or payment due, we viewed very highly the innovative measures implemented with respect to absent viewers through telephone, correspondence and posting.
- We recognized the merits of your proposals on client approach methods based on analysis of regional characteristics and viewer attributes.
- The assessment standard for your operational plans referenced your company’s present door-to-door canvassing operations and we recognized the high achievability of your plans.
- We viewed favorably the clearly defined crisis management systems, such as your problem response flow.

Evaluation Results

Evaluation Score	Cost Benefit Score	Overall Evaluation Score
762	90.4	852.4

* Please refer to the closing bid results posted on the NHK homepage.

[URL]: <http://www.nhk.or.jp/>

(About transcosmos inc.)

We launched operations in 1966 as a pioneer in the information processing outsourcing business. Since then we have brought together people and technology through careful effort while striving to enhance the competitive strength of our customers' enterprises by converting high added value to superior service. Since June 2002 broadband and VOIP spread diffusely, resulting in a more direct and rich connections between enterprises and consumers, and in particular, in an era in which enterprise marketing activities were revolutionized. Recognizing this, we brought out "Marketing Chain Management Company" as an enterprise slogan and endeavored to drive business. Today, telephone, web, email, and even video communication are united through the hub of the Internet protocol and a completely new communication channel is emerging. This means Internet expertise has become indispensable in call-center and contact-center services. Moving forward, transcosmos will make the most of our distinctive strengths, always adopting the latest Internet technology and developing outsourcing services. It is our intention to promote interactive marketing services that offer speed, increased sales, cost reduction and improved customer satisfaction to our customer's enterprises.

(URL: <http://www.trans-cosmos.co.jp/>)

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