# PressRelease

GenAI Co-Creation Lab, a Program Involving User Companies, Commenced for the Co-creation of the Future of Automated Contact Centers

Solutions to the Labor Shortage through the Utilization of the AI Technology and Technical Knowledge of System Developer CTC and Generative AI Leaders Such as Microsoft Japan, Google Cloud and AWS

BELLSYSTEM24, Inc. (Head Office: Minato-ku, Tokyo; President, CEO: Hiroshi Kajiwara; hereinafter the "Company"), which provides BPO services in and outside Japan, has launched the GenAI Co-Creation Lab. program with the involvement of user companies to share examples of best practices with participating companies, (hereinafter, the "Program") to construct a hybrid contact center leveraging both generative AI and human resources.

The Program leverages participants' technologies and technical knowledge regarding AI, involving the Company which possesses wide-ranging operational knowledge in the area of contact centers, ITOCHU Techno-Solutions Corporation (hereinafter "CTC") which has an established track record in AI-based system integration, Microsoft Japan Co., Ltd. (hereinafter "Microsoft Japan"), Google Cloud and Amazon Web Services Japan G.K. (hereinafter "AWS") who are leaders in the development of generative AI, THINKER Inc. (hereinafter "THINKER"), the Company's subsidiary supporting data marketing and Vext Inc. which supports natural language processing (hereinafter "Vext"). The program is soliciting the participation of more businesses in similar industries.

Companies with diverse needs that are facing diverse challenges want to begin using generative AI in their contact centers, but they don't know where to start. Companies that want to select the most suitable generative AI model from the many that are available and verify the full-scale introduction of generative AI using real data should join the Program, which is designed for companies with different issues and needs. The Program enables participating companies to share best practices and provides support via networks of vendor companies to help participants solve the issues they are facing and identify new uses for generative AI. It will also help address the labor shortage in Japan that will increasingly impact business in the future.
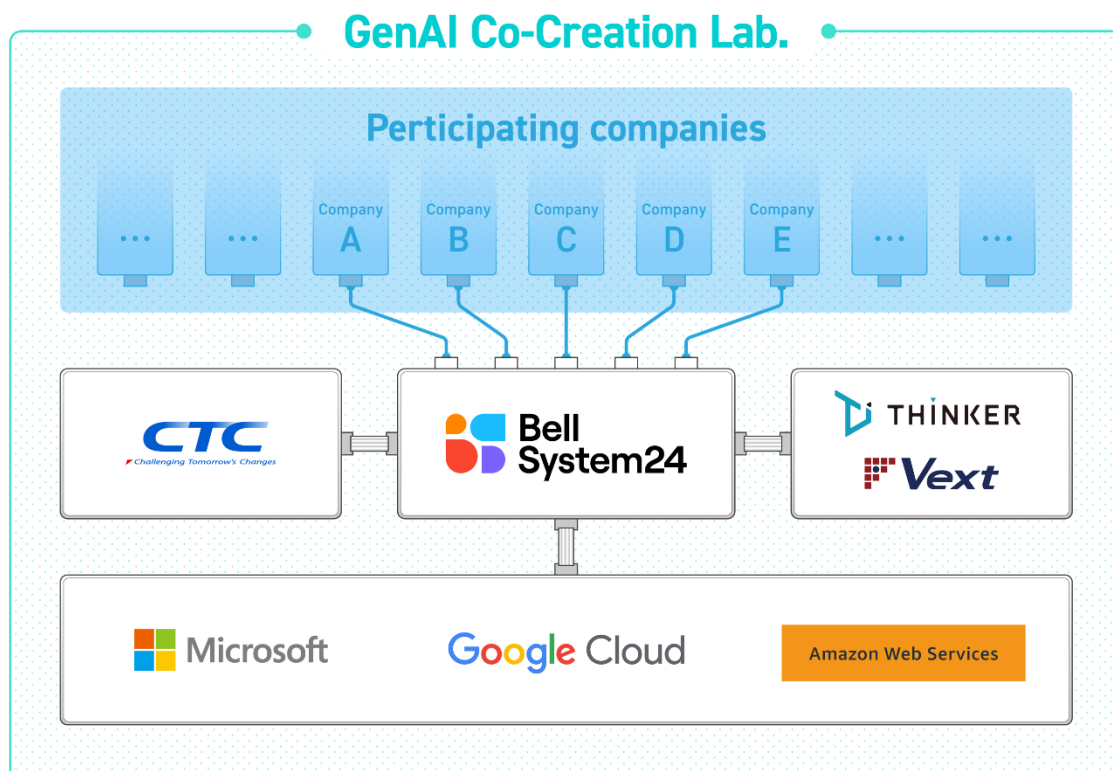
The Program offers a step-up partnership plan catering to the user company's stage of consideration and their individual needs for the utilization of generative AI at contact centers.

The Company will act as the hub of the Program, connecting user companies and vendor companies so that the participants can leverage the knowledge and solutions of the Company and vendor companies. This will help participants address issues in their introduction of generative AI at contact centers that are difficult for a company working alone to address. Specifically, participants will share knowledge obtained from past demonstration experiments, clarify objectives through study meetings and workshops based on examples of advancements in other countries, verify the appropriateness of AI models using real data, provide and officially introduce solutions to user companies' problems through projects with the optimal vendor company, and on a medium- to long-term basis, they will develop new cooperative services based on generative AI.

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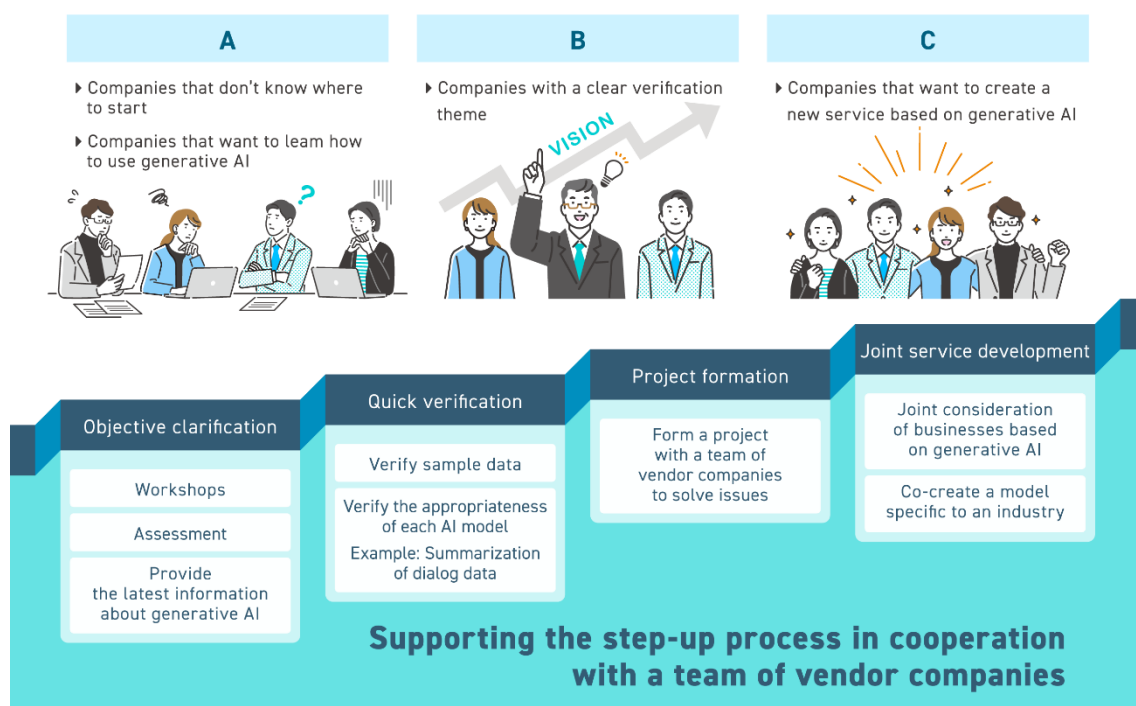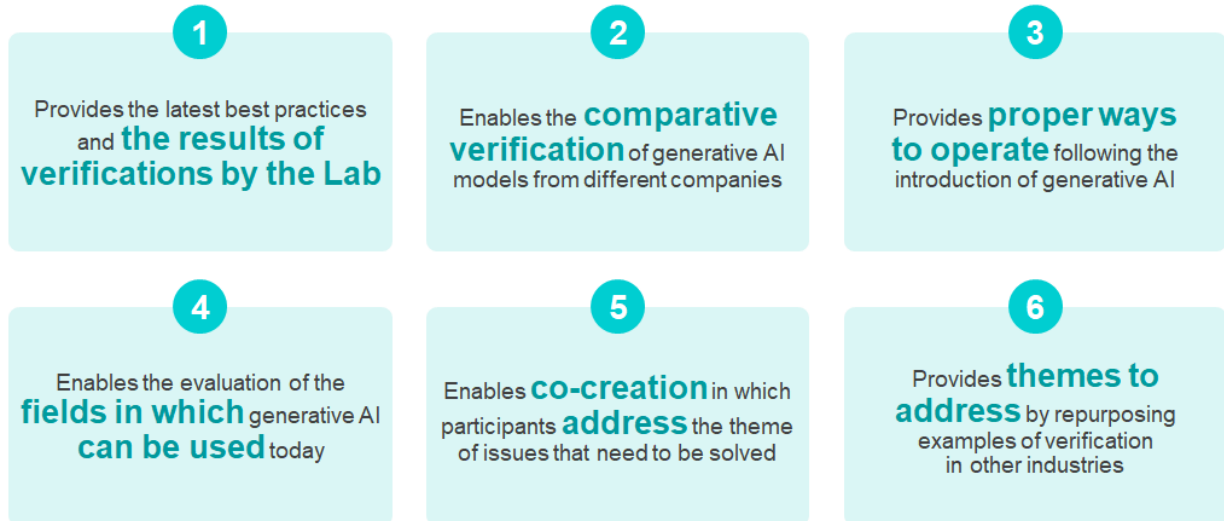
■ Background and purpose

Utilizing the generative AI technologies of Microsoft Japan and Google Cloud, the Company commenced demonstration experiments for contact center businesses using generative AI in June 2023 while going ahead with the commercialization of these businesses to solve the labor shortage, which is a social issue that will become more serious in Japan. In many cases, discussions with varied companies revealed their hesitation to introduce generative AI solutions. Some of their reasons for this are that there are still a limited number of examples of success domestically, there are numerous issues in terms of the environment and the precision of the output generated by AI and that the results are hard to forecast.

In these circumstances, to produce advanced examples of the utilization of generative AI in contact centers, the Company and other participants worked together to construct the co-creation program with the involvement of user companies. The Program can incorporate projects, real issues and the needs and opinions of businesses and it has the ability to solve issues through its vendor company network consisting of companies with extensive knowledge of contact center operations, system integrators in charge of seamless system development from small-scale verification to introduction, technology companies at the forefront of generative AI development, data marketing companies in charge of the process until contribution to business, and others.

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■ Outline of GenAI Co-Creation Lab.

Details are available at: https://gai.bell24.co.jp/en/

<Value provided>

1 Provides the latest best practices and **the results of verifications by the Lab**	**2** Enables the **comparative verification** of generative AI models from different companies	**3** Provides **proper ways to operate** following the introduction of generative AI
4 Enables the evaluation of the **fields in which** generative AI **can be used** today	**5** Enables **co-creation** in which participants **address** the theme of issues that need to be solved	**6** Provides **themes to address** by repurposing examples of verification in other industries

<Role of each company>

- **User companies:** Apply by filling out a partnership statement and an entry sheet. Share information about current issues, the contact center environment, the situation regarding the consideration of generative AI and other matters.
- **BELLSYSTEM24:** Facilitating the entire Program process, consulting leveraging its knowledge of contact center operations and planning
- **CTC:** System development and providing solutions
- **Microsoft Japan, Google Cloud and AWS:** Sharing of information and best practices, technological support and licensing on a global basis
- **THINKER and Vext:** Supporting data marketing and supporting natural language processing and activities in related areas

<How to apply>

- If you are interested in participating, contact the Project using the contact information below.

  Contact: **GenAI Co-Creation Lab Administrative Department**

  Inquiry form: https://bellsystem24prdb.powercms.hosting/en/news/bell24/20240607/index.html

We aim to enable 30 companies to fully introduce generative AI within fiscal 2025 through this initiative and intend to develop services jointly in the future. Both user companies and vendor companies will energize the contact center industry and improve the presence of the industry by leveraging new technologies including generative AI.

About BELLSYSTEM24: Corporate website: https://www.bell24.co.jp/

In 1982, BELLSYSTEM24 began fully operating its call center services for the first time in Japan. Since then, the company has rolled out wide-ranged outsourcing businesses centering on contact centers, the point of contact between companies and consumers, and created the standard model for the industry. We will continue to implement our mission, Creating Better Communities through Communication through the development and provision of various solutions based on operational knowledge accumulated by combining People and Technology.

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