

BELLSYSTEM24 Launches Business Process Transformation (BPX) Support Service to Aid Companies in Cost Optimization and AI Implementation

Support from conception to implementation through performance-based consulting and AI implementation to address worsening personnel shortages, soaring costs, and delays in AI adoption

BELLSYSTEM24, Inc. (headquartered in Minato-ku, Tokyo; Hiroshi Kajiwara, President, Representative Director ; hereinafter “BELLSYSTEM24”) announces the launch of a new service brand, “BPX* Transformation Support Service” (hereinafter “the Service”), to support corporate business process transformation.

BELLSYSTEM24 has adopted “Hybrid Intelligence for All—Evolving All Businesses Through a Virtuous Cycle Between People and AI” as the strategic slogan for its Mid-Term Management Plan 2028. As a concrete manifestation of this policy, the Service combines methods for visualizing and redesigning business processes—gained from managing BPO operations for over 1,700 companies annually—with practical knowledge of cost-efficient business operations. It provides fully customized, hands-on support—from the conception of transformation based on the use of cutting-edge technologies such as AI through to execution and adoption.

By introducing the Service, BELLSYSTEM24 guides companies—which may have transformation plans centered on cost reform or AI implementation but have been hindered by execution barriers due to uncertainty about where to begin—toward fundamental solutions.

Branding site URL: <https://www.bell24.co.jp/ja/bpo/>

■ Background Leading to the Launch of the Service

In recent years, the management challenges facing companies have become increasingly complex. In addition to soaring costs driven by inflation and labor shortages, the rapid spread of AI has created pressure to implement business transformations that utilize AI. At the same time, there are many companies that have reform plans based on external recommendations but struggle to secure the execution capabilities needed to turn those plans into tangible results.

Against this backdrop, BELLSYSTEM24 developed this service by addressing each company’s unique circumstances and industry-specific challenges head-on at the operational level to support their execution capabilities. BELLSYSTEM24 supports clients from the start of business process transformation, using two approaches: highly effective cost optimization and AI implementation tailored to actual operations.

■ Outline of the Service

Based on methods for visualizing and redesigning business processes, refined through over 40 years of BPO operation management, and practical knowledge of cost-efficient business management, the Service combines the latest technologies, such as AI, to provide comprehensive support from concept development through execution and adoption. Ultimately, BELLSYSTEM24 aims to create a system that enables companies to continuously drive transformation on their own.

BELLSYSTEM24 offers the following two services tailored to each company’s specific challenges.

Service name	Overview
commit consulting	BELLSYSTEM24’s first performance-based consulting service that provides end-to-end support—from conceptualization to execution and adoption—for optimizing operational costs, using highly effective improvement methods based on over 40 years of BPO operational experience.
marutto AI	A service that provides comprehensive support from business assessments to identify areas for AI utilization through to implementation and adoption —by combining the most suitable solutions from major AI platforms, various open-source tools, and in-house developed tools, without relying on specific systems or tools, and by balancing both outsourcing and in-house development.

Specifically, it addresses the following themes:

- Cost optimization starting with the visualization of business processes and their redesign using digital technologies such as AI
- Support for the design, development, and adoption of AI and other tools suited to business processes
- Support for AI talent development
- Establishment of a promotion organization to support the execution of transformation

As a result, companies that have had a vision for transformation but were unable to take the first step to address increasingly complex management challenges will be able to move forward with business transformation. This will allow them to allocate management resources—such as personnel and time—to initiatives that drive business growth, including strategic planning, the creation of new value, and business expansion.




Target industries	All Industries	
Target business size (Recommended)	30 or more employees	5 or more employees
Target operations (Examples)	Call centers and middle/back-office operations • Call centers • HR and accounting service centers • Underwriting and contract processing centers • Other general administrative service centers	Middle and back-office operations • HR and accounting operations - Accounts receivable and accounts payable processing - Attendance tracking and payroll processing, etc. • Sales and general administrative functions - Order processing and master data registration - Inventory management, vehicle dispatch, and delivery management - Credit review and contract management - Quotations and cost estimation, etc. • Purchasing and procurement • Construction management administration, etc.

Scope of BPX transformation support services

■ Future Outlook

In its Mid-Term Management Plan 2028, BELLSYSTEM24 has set the target of expanding sales for FY2028 to 175 billion yen—an increase of 30 billion yen compared to FY2025. BELLSYSTEM24 positions the Service as one of the core contributors to those sales, and aims to generate 10 billion yen in new business by the end of FY2028.

BELLSYSTEM24 also aims to increase the number of specialized consultants with BPR skills from the current level of 200 to 400 by the end of FY2028, and build a team of 2,500 personnel specializing in AI and IT implementation, thereby continuously strengthening the support framework for the Service.

* An abbreviation for Business Process Transformation, referring to initiatives utilizing IT, AI, and digital technologies to dramatically improve and transform a company's business processes (work procedures and workflows).

* Mid-Term Management Plan 2028

<https://contents.xj-storage.jp/xcontents/AS07594/0f0e3875/0951/4d5c/a241/6c706e530200/20260408160559062s.pdf>

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

In 1982, BELLSYSTEM24, Inc. launched its first full-fledged call center service in Japan. Since then, we have built a communications platform that connects businesses with consumers, creating an industry-standard BPO centered on contact centers. Today, by combining highly skilled human resources with cutting-edge technology, we continue to evolve as your integrated BPO partner. From innovating customer experiences to optimizing business processes, we support clients' digital transformation and accelerate their business evolution as a strategic partner in building next-generation competitiveness.

Guided by our purpose—"Sustain the prosperity of society, through innovation and communication"—we develop new solutions to address social needs and contribute to the realization of a sustainable society.

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