PressRelease

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BELLSYSTEM24, Inc.

BELLSYSTEM24 Accelerates Creation of Contact Centers Where Humans Work with AI Using Advanced AI Technologies

Joint Verification Project Facilitating Construction of Integrated Platform for Humans and AI Agents Commenced with Cresta

BELLSYSTEM24, Inc. (headquartered in Minato-ku, Tokyo; Hiroshi Kajiwara, President, Representative Director; hereinafter "BELLSYSTEM24") announces that it will commence a joint verification project with Cresta AI G.K. (headquartered in Chiyoda-ku, Tokyo; Hajime (Jim) Tamura, VP and Japan Country Manager; hereinafter "Cresta"), a provider of AI platforms for customer experience (CX), to facilitate the creation of contact centers in which humans work with artificial intelligence (AI) agents. BELLSYSTEM24 is the first business process outsourcing (BPO) operator to collaborate with Cresta in Japan.

The rapid evolution of generative AI and AI agents is dramatically changing the environment surrounding contact centers. While demand for automation using AI is increasing, the customer experience in Japan still requires a meticulous response in line with the customer's characteristics and the nature of the interaction. There has been a renewed awareness that combining the strengths of AI technologies and the ability that humans have to empathize with people and make judgments and their knowledge of on-site operations is an essential part of efforts to introduce AI solutions.

Under the slogan in its Medium-term Management Plan 2028, "Hybrid Intelligence for All," BELLSYSTEM24 aims to create contact centers that capitalize on the strengths of humans and AI. In the joint verification project, cutting-edge technologies from Cresta will be actively introduced. Cresta and BELLSYSTEM24 both seek to achieve human-AI collaboration, and this will powerfully drive the creation of a new customer experience in the Japanese market.

■ Outline of the Joint Verification Project

In this verification project, the Hybrid Operation Loop®* generative AI automation solution for contact centers being developed by BELLSYSTEM24 will be combined with the conversation analysis features of Cresta Conversation Intelligence.

Conversation data possessed by contact centers is analyzed using Cresta Conversation Intelligence in a multifaceted manner to examine the reasons for inquiries, the status of the resolution of issues, customer satisfaction and other matters. The compatibility of the results of the analyses and the mechanisms for the automated creation of knowledge, analysis of and provision of support to operators held by Knowledge Generator as part of Hybrid Operation Loop and the potential for creating value leading to corporate growth will be verified.

The two companies' roles are as follows.

Cresta provides conversation analysis technologies and a platform supporting the Japanese language to support the verification of the potential of the platform based on examples of its use overseas.

BELLSYSTEM24 provides contact center operations as a place for the verification project to be implemented and operates the verification environment. It also assesses the results of analyses from the perspectives of operators and administrators. In addition, it identifies the actions to be taken by humans regarding inquiries that are deemed suitable for automation and organizes the knowledge necessary to automate responses. It then verifies the mechanisms creating synergy and the characteristics of the integration with Hybrid Operation Loop.

* Hybrid Operation Loop
A BELLSYSTEM24 proprietary automation solution that incorporates technologies and mechanisms that automatically generate a knowledge base from customer voice call data, incorporating generative AI specialized in the automated answer generation and generative AI specialized in the automated knowledge generation into this process.

■ Aims of the Verification Project

The two companies pursue the three aims below through the verification project.

1. Advancing human-AI collaboration

BELLSYSTEM24 is promoting its Hybrid Operation Loop, which divides tasks between generative AI and humans and uses a cyclical process involving humans and AI to increase the accuracy of responses. This is combined with Cresta's AI platform to further expand contact center operations in which humans and AI work together.

2. Enabling operators to live up to their potential to increase the value of contact centers

The AI tool supports operators in real-time during conversations via a user-friendly interface. The expertise of experienced workers is made accessible to everyone. Even amidst the labor shortage, this enables new operators to contribute quickly and facilitates the creation of contact centers in which every operator can work with confidence and grow.

3. Transforming customers' voices into new value

Conversations with customers that have not been fully utilized are analyzed by AI in multiple ways to use the results of analyses to improve the customer experience and companies' products and services.

■ Future Outlook

Based on the results of the verification project, BELLSYSTEM24 will increase the value offered through Hybrid Operation Loop, more quickly expand services and assist Japanese companies' contact centers in the utilization of AI.

This verification project is the beginning of BELLSYSTEM24's initiatives to expand the areas in which it collaborates in a phased manner, including stepping up its proposal of solutions to customers and introduction support for Cresta's expansion into the Japanese market and studying services in view of the characteristics of Japanese contact centers and customers' needs.

■ Collaboration with ITOCHU Corporation supporting the initiative

In this initiative, BELLSYSTEM24 is working with ITOCHU Corporation (hereinafter "ITOCHU") to strengthen its structure for the development of business. ITOCHU entered Silicon Valley in the 1980s. It has since been helping US start-ups enter the Japanese market, mainly in the IT industry, and building relationships with strong start-ups and entrepreneurs through a range of activities, including investments in more than 100 venture capital funds, direct investments in more than 200 technological start-ups and the development of new businesses. The assistance of this network has helped make this initiative a reality.

BELLSYSTEM24 will use ITOCHU's network above and continue to create opportunities for collaboration involving state-of-the-art technologies, including leading AI in Japan and beyond. In addition, it will collaborate with ITOCHU regarding ITOCHU's functions in the area of telecommunications to support the introduction and operation of cutting-edge technologies.

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

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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