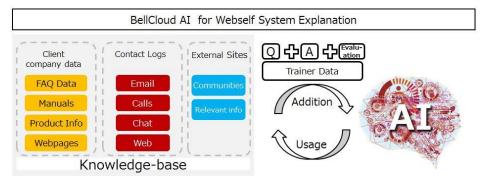**BELLSYSTEM24 Works with CTC to Provide "BellCloud AI for Webself,"
the First "BellCloud AI" Solution**
New contact center strategy "Advanced CRM Platform" leaps forward

BELLSYSTEM24, Inc. (Representative Director, President, CEO: Tsuge Ichiro; Headquarters: Chuo Ward, Tokyo; Referred to below as "BELLSYSTEM24") announces "BellCloud AI," a new solution brand for customer support using AI in a systemic way, a first in the domestic call center market. "BellCloud AI" is the central solution to BELLSYSTEM24's new "Advanced CRM Platform." ITOCHU Techno-Solutions Corporation (HQ: Chiyoda Ward, Tokyo; President and CEO: Satoshi Kikuchi; Abbreviation: "CTC") is in charge of implementing the system, integrating the data gathering system with AI technology. The first BellCloud AI solution available will be "BellCloud AI for Webself," a solution that can be used on client companies' websites to drive cost savings and improvements in customer satisfaction by increasing the rate at which consumers answer questions on their own.

BELLSYSTEM24 is mainly working on four different areas of AI application: "hybrid customer interaction," "operation process improvements," "analysis of customer behavior and attributes," and "human resource management optimization." BellCloud AI for Webself fits in the category of "AI and human-based hybrid customer interaction." With this solution, the AI is trained on data from FAQ on a company's products and services, including manuals, social media and also information from external sites and data from knowledge communities where users answer each others' questions, in addition to the large amount of interaction records that come from calls, emails, chats, and more when interacting with consumers. Furthermore, the AI will regularly get high quality training with tuning and consumer surveys.

The engine that BellCloud AI for Webself runs on is a natural language processing system that combines the latest algorithms such as those used in machine-learning. This means that, regardless of the level of search literacy, any consumer will be able to input questions in natural writing and get the answers they are looking for. This differs from previous keyword-based searching in knowledge systems and rule-based AI, allowing even more people to answer their own questions. CTC delivers AI data integration based on its infrastructure technology that had been developed over a period of many years.

■**BellCloud AI for Webself Diagram**

Going forward, both companies will spread AI-related initiatives to various contact center areas, addressing hiring issues that client companies face, solutions for dealing with insufficient numbers of human resources, efficiency improvements in work, shifts in channels supported, and increases to the amount of time support can be made available, selling these solutions along with BellCloud. Additionally, both companies will use AI in work done offshore, providing even higher quality services at optimal costs.

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