

August 10th, 2016
ITOCHU Techno-Solutions Corporation
BELLSYSTEM24 Holdings, Inc.

CTC and BELLSYSTEM24 Holdings Strengthen Their Cloud-Based Call Center Service Partnership

“eBellCloud” complete service for call center implementation and operations based on
BELLSYSTEM24’s cloud call center platform

ITOCHU Techno-Solutions Corporation (HQ: Chiyoda Ward, Tokyo; President and CEO: Satoshi Kikuchi; Abbreviation: “CTC”) and BELLSYSTEM24 Holdings, Inc. (Representative Director, President, CEO: Tsuge Ichiro; Headquarters: Chuo Ward, Tokyo; Referred to below as “BELLSYSTEM24”) strengthened their service partnership offering based primarily on BELLSYSTEM24’s “BellCloud[®]” call center platform. CTC started selling the total solution for call center implementation and operation called “eBellCloud” today. Both companies developed the solution for primarily finance, retail, and logistics companies, with the goal of getting 60 corporate customers in three years.

This solution is in line with the sales expansion and contact center strategy that was established in a CRM-themed comprehensive BPO agreement announced August 17th last year between ITOCHU Corporation, CTC, and BELLSYSTEM24.

BellCloud[®] is a cloud service that integrates all call center system features that are needed into a centralized platform. CTC and BELLSYSTEM24 combined “BellCloud VOC,” a voice recognition and text-mining technology package that allows for visualization and analysis of recordings in the cloud; “BellCloud Performance Manager,” a package of work management tools in the cloud; “BellCloud for Telework,” management tools for at-home call centers; and more.

With CTC’s eBellCloud offering, service solutions are available that combine BELLSYSTEM24’s large-scale operations and ability to respond to urgent requests, allowing for a one-stop solution from high-quality call center implementation to actual operation. Also, services are available that make use of system implementation know-how in order to provide even higher customer satisfaction and work efficiency through the “eMotion” video conversation service, which started in May.

Going forward, both companies will partner to increase the number of eBellCloud features, adding in WebRTC (Web Real-Time Communication), which transmits voice and image data directly through web-browsers, artificial intelligence and automation, omni-channel contact center platforms, call center systems with a particular focus on outbound, and more.

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