

BELLSYSTEM24 to Open Three New Call Centers, Adding Up to a Total of 15,500 Booths, the Largest Call Center Footprint in the Country

BELLSYSTEM24, Inc. (Representative Director, President, CEO: Tsuge Ichiro; Headquarters: Chuo Ward, Tokyo; Referred to below as “BELLSYSTEM24”) will open three new call centers this fiscal year: one center in Sendai and two centers in Fukuoka, making for the largest call center network in Japan with a total of 29 call centers and more than 15,500 booths.

BELLSYSTEM24 has been strengthening relationships with clients and cooperating with ITOCHU Group companies, both of which are expected to result in more orders and push business expansion. With this environment, BELLSYSTEM24 saw its key resource of call center capacity as an urgent area to focus on, finally deciding to open three new call centers. The selection criteria for the three buildings includes: being in the Sendai and Fukuoka areas (due to the presence of existing centers in those locations with a talent base of supervisors who can ensure stable operations), a convenient location that makes hiring easier, expandability for IT infrastructure, and an excellent environment for to work in.

The centers will feature IT infrastructure that enables the latest operation methodologies and the BellCloud[®] call center system, as well as sufficient space for a comfortable work environment and break and presentation rooms. BELLSYSTEM24 plans on making the centers the central pillars of its call center network, with the centers balancing the latest facilities and pleasant work environments.

JRJP Hakata Building



■ Details for each center (as planned)

Name of Location	Address	# of Booths	Scheduled Opening
Sendai AI Premium	1-3-45, Shintera, Wakabayashi Ward, Sendai City	300 booths	May
JRJP Hakata Building	8-1, Hakata Station Chuo-Gai, Hakata Ward, Fukuoka City	750 booths	August
Fukuoka City (Planned)	-	500 booths	August

All names of corporations and products in this document are the trademark or registered trademark of their respective owner.

[Inquiries Relating to this Press Release]

Public and Investor Relations Division, BELLSYSTEM24 Holdings, Inc.
TEL: 03-6893-9827 / Email: pr@bell24.co.jp