

BELLSYSTEM24 to Launch 50-100 Booth Cloud-Based Call Center, “Small Office,” in Suburbs To be placed in Kohnan Kohoku Center-Minami, near housing district, increasing hiring capacity

BELLSYSTEM24 Holdings, Inc. (Representative Director, President, CEO: Tsuge Ichiro; Headquarters: Chuo Ward, Tokyo; Referred to below as “BELLSYSTEM24 HD”) began a new center strategy with the purpose of increasing hiring capacity. The strategy includes placing cloud-based call centers with 50-100 booths, or “Small Offices,” in suburban hardware stores and other locations. The first of such centers will open in early November in Kohnan Kohoku Center-Minami (Tzuzuki Ward, Yokohama City, Kanagawa Prefecture), one of the 313 hardware stores around the country owned by Kohnan Shoji Co., Ltd.

With the decreasing labor population, hiring in urban areas has become more difficult. However, it is said that there are many job-seekers in suburban housing districts who are house-wives and senior citizens wishing to work nearby or in shorter shifts because of child-rearing responsibilities and other family situations. Until now, BELLSYSTEM24 HD has focused on placing centers with hundreds of booths in large buildings near centrally-located train stations in urban areas, where it is easy to gather people. However, in response to the demographic situation mentioned above, BELLSYSTEM24 HD aims to increase its hiring capabilities by placing Small Offices in housing districts that are easy to commute to, and which allow for shorter shifts. Furthermore, BELLSYSTEM24 HD will use its cloud-based call center platform BellCloud[®] at these Small Offices, allowing for quick setup and low costs when launching a new center, with the additional benefit of being able to address emergency support requests from clients.

The reason for the selection of Kohnan Kohoku Center-Minami is that there are many people seeking office-work in the Kohoku New-Town area, with the job opening-to-applicant ratio being 0.5. This led BELLSYSTEM24 HD to determine that the area is optimal for its new center strategy, finally resulting in a new center being scheduled there. BELLSYSTEM24 HD will continue working with Kohnan, looking to place Small Offices around the country, using the first of such offices as a model case to continue to engage in the new center strategy.

BELLSYSTEM24 HD will continue to create environments that women and seniors find easy to work in, with a call center that includes child-care facilities and other plans, improving its hiring capabilities to get talented workers.



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