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BELLSYSTEM24 Inc.
ITOCHU Techno-Solutions Corporation

**BELLSYSTEM24 begins providing interactive voice response solution
utilizing IBM Watson, "BellCloud AI for IVR,"
jointly developed with CTC**

~From push-based operation with voice guidance to conversation-based service~

BELLSYSTEM24, Inc. (Representative Director, President, CEO: Ichiro Tsuge; Headquarters: Chuo Ward, Tokyo; Referred to below as "BELLSYSTEM24") will begin providing "BellCloud AI for IVR (former "Smart IVR")," jointly developed with ITOCHU Techno-Solutions Corporation (HQ: Chiyoda Ward, Tokyo; President and CEO: Satoshi Kikuchi; Abbreviation: Referred to below as "CTC"). This solution utilizes Japanese IBM Watson's (Referred to below as "Watson") Natural Language Classifier which enables interactive voice response in contact centers.

In a conventional contact center, it is common that the consumer is connected to the desired information or operator via IVR.*¹⁾ By implementing "BellCloud AI for IVR" which uses speech recognition and AI, the consumer will be able to connect to the desired information or operator smoothly and with less stress by a two-way conversation.

*1) Interactive Voice Response: an automated system in which the consumer is connected to a voice guidance that asks to push buttons to be connected to an appropriate operator.

"BellCloud AI for IVR" will allow better customer satisfaction and cost savings through shorter response time and higher productivity. This solution can support customer contact points of various industries such as e-commerce, logistics, technical support etc.

"BellCloud AI for IVR" is different from the traditional system where it has the following features.

1) Call distribution and destination sorting by speech recognition

Watson's natural language classification engine accurately grasps the intention of the conversation and distributes the call to the operator who is most suitable to handle the inquiry. This reduces the burden or confusion that is often experienced with the conventional IVR.

Watson owns a unique mechanism to improve its accuracy and overall performance.

2) Implementation of an automated questionnaire

"BellCloud AI for IVR" makes it possible to have the AI conduct a simple questionnaire in advance before the consumer is connected to the operator. This is different from the traditional IVR where the consumer is made to wait after call is transferred. The consumer information is ready for a smoother call handling which leads to higher productivity.

"BellCloud AI" is a core solution of the new CRM platform promoted by BS24 which utilizes AI. CTC was responsible for the system development using Watson for "BellCloud AI for IVR."

BS24 provides CRM services that integrates latest technology, experience and know-how of contact center management of various industries and sizes based on the widest range of its own contact centers in Japan. BS24 will continue to provide and develop services that will be value-add for the client companies and its customers along with CTC.

【The API used by IBM Watson】

• Natural Language Classifier : Used for intention classification of natural sentences which are text converted by a voice recognition engine

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