

June 22, 2020

BELLSYSTEM24 Holdings, Inc.

FOR IMMEDIATE RELEASE

**BELLSYSTEM24 establishes an R&D organization, the Innovation Communication Science Lab., with the goal of being a next-generation contact-center utilizing new technologies for human operation**

Dr. Michael Spranger, researcher of Sony Computer Science Laboratories, Inc., invited as a co-director of the lab.

BELLSYSTEM24 Holdings, Inc. (President, CEO and Representative Director: Shunsuke Noda; Headquarters: Chuo Ward, Tokyo; hereinafter, “we”), which operates a contact-center outsourcing business, has established the Innovation Communication Science Lab (hereinafter, “ICS Lab”) within the company, aiming to create a next-generation contact-center that utilizes new technologies for human operation. At the ICS Lab., we will develop unique Machine Intelligence by combining the operational excellence in contact centers accumulated over a long period of our business with new technological areas such as AI, natural language processing, and big data analytics.



**I N N O V A T I O N  
C O M M U N I C A T I O N  
S C I E N C E L A B .**

For the establishment of the ICS Lab, we have invited Dr. Michael Spranger as a co-director. Dr. Michael Spranger is a researcher who develops cutting edge AI at Sony Computer Science Laboratories, Inc. (head office: Shinagawa Ward, Tokyo; President and CEO: Hiroaki Kitano; hereinafter, “Sony CSL”). We have worked together with Sony CSL for approximately two years, jointly developing AI solutions for contact-centers. This joint research will now be further extended through the ICS Lab, which will focus on research and development of AI solutions that specialize in a wide range of customer support operations. In the future, we will publish details of the outline of research as well as specific examples.

■ Background behind the establishment

As a leading contact center company, we have established 36 bases around the nation, more than any other company, and operate approximately 17,000 booths. In recent years, the roles played by contact centers have changed drastically: As a direct contact point between companies and consumers, they bear strategic responsibilities for companies, such as the improvement of customer loyalty

through the analysis and utilization of customer voices. On the other hand, consistent quality improvement of contact centers has become more difficult partially because of the shortage of human resources caused by declining birth rate and an aging population and also because of the increased training time of communicators due to the diversity of communication channels and the increasing complexity of products and services. Under these circumstances, the development and introduction of AI solutions that improve the efficiency of operations by supporting communicators is also in progress in the contact center industry. However, operations still require a lot of human labor such as specialists maintain the data and update knowledge. To solve fundamental problems in these operations, we felt it is necessary to develop new technological solutions that can be easily utilized by anyone, resulting in the establishment of the field-based R&D function that is unique to us based on our diverse experiences in operations.

■ Outline of the Innovation Communication Science Lab

Director: Yasuhiro Matsuda

(Corporate Officer and CIO of BELLSYSTEM24 Holdings, Inc.)

Co-director: Michael Spranger

(Reaearcher of Sony Computer Science Laboratories, Inc. and COO of Sony AI Inc.)

Activities: Aim to realize the provision of new value to client companies through business contributions using our uniquely developed Machine Intelligence that combines the latest technologies, to improve the efficiency of contact center operations, reduce the load on communicators, and improve usability for consumers.

URL : <https://www.bell24.co.jp/ja/icsl/index.html>

In our business we work to embody our management philosophy, supporting social affluence with innovation and communication. As a part of these activities, we aim to be the best CX partner, which creates new added value through sophisticated operations using a hybrid approach leveraging human and new technologies and always maximizing the value of communications between client companies and consumers. In the future, we will contribute to business by actively using new technologies created through the research and development of the ICS Lab.

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