

BELLSYSTEM24 began full-scale provision of our BPR consulting service, a business process re-engineering support service that applies contact center and BPO business knowhow of more than 1,300 companies

More than 100 professional consultants with BPR skills providing a one-stop service.
Track record of multiple companies adopting it

BELLSYSTEM24, Inc. (Head Office: Minato-ku, Tokyo; President, CEO: Shunsuke Noda; hereinafter “the Company”), which has four decades of experience in designing and operating contact centers and BPO (business process outsourcing) in a wide range of industries, is applying knowhow and frameworks accumulated through involvement in BPO services such as contact centers, sales agencies, and office work for more than 1,300 companies^{*1} in the full-scale launch of BPR^{*2} Consulting (hereinafter, “the service”), which is a service that plans and implements business process reforms.

About the service: <https://www.solution.bell24.co.jp/ja/solution/backoffice/bprconsulting/>

^{*1} Number of client companies where work is conducted as of the third quarter of FY2023 (excluding on-site work, etc.)

^{*2} BPR: An abbreviation for business process re-engineering, which is the process of drastically revising operations and redesigning business processes based on how they ought to be.

The service is a one-stop service that aims to improve operational efficiency and reduce costs for non-core operations as a way to focus resources on core operations, ranging from identifying issues based on current business analysis and formulating plans for optimization to renewing, introducing, and executing business designs, which includes considerable efficiency improvement through digitalization. The Company will carry out highly feasible business reforms through multidisciplinary approaches by more than 100 professional consultants with BPR skills to achieve the ideal model derived from the companies’ own business plans and strategies.

The service has already been tested by several companies, including DOCOMO gacco. Inc., a member of the NTT DOCOMO Group, which provides online video learning services. The tests have shown results such as increases in core business hours by reducing work man-hours as well as work digitalization.

■ Background behind the development

Given recent labor shortages and work style reforms, BPR is attracting attention as a strategic approach to maximizing the use of a small labor force and reducing the burden on employees as more and more companies are reallocating human resources to core operations and promoting work DX. Meanwhile, there are many companies that want to advance BPR but find it difficult to visualize and organize business processes overall because of the large number of individualized tasks. Another challenge is that redesigned business operating processes and newly introduced digital tools might not be used widely within the company.

To help companies overcome these issues, the Company developed the service as a way to apply its knowledge to work process reforms.

■ Service outline

Based on an ideal vision of business and service, the service is designed to solve issues such as improving the efficiency of non-core operations, reducing costs, and improving service convenience. The Company’s professional consultants facilitate comprehensive work reforms that range from identifying issues to redesigning operations and actually implementing them.

More specifically, work process reforms are achieved in two stages: the “plan formulation” stage based on “situation analysis” and “identifying issues” and then the “design and implementation” and “execution” stage that makes use of the former plan. Depending on the needs of the company, it is also possible to provide on-site support for some of the necessary processes.



Process	Details
Situation analysis	Organize and visualize the "current situation" through documents, data, interviews, and monitoring (Check existing documents and data, interview employees, and check work flows through monitoring)
Identifying issues	Identify problems and issues based on visualization results and derive solutions
Plan formulation	Select solutions, verify expected effects, and formulate execution plans
Design and introduction	Design, build, and introduce actual work according to proposals and suggestions (Relocate work, introduce solutions, create manuals and flows)
Execution	Execute by outsourcing actual tasks, and work effectively through continuous BPR

The service’s process

[Major features]

(1) Utilizing knowledge gained from abundant work operations at more than 1,300 client companies

The Company provides BPO services such as contact centers, sales agencies, and office work to more than 1,300 client companies across a range of industries and fields. By applying its unique knowhow, such as visualizing work processes and identifying issues, creating manuals for appropriate staffing and operations, and introducing DX solutions to improve efficiency, the Company creates frameworks for work process reforms that are suitable for a wide range of industries and fields.

(2) One-stop service from consulting to actual operation

In addition to consulting services such as issue visualization, business analysis, and improvement proposals, the Company offers a one-stop service that ranges from the actual operation of the redesigned business to the “execution” stage, including continuous PDCA cycles.

(3) Building a system of 100 professional consultants with BPR skills

Based on the unique knowhow the Company has cultivated so far, it is training specialized human resources by modeling the skills necessary for BPR consulting and preparing training contents. The Company has about 100 professional consultants with BPR skills, building a system that can offer smooth services with high quality.

■ Cases and outcomes

[Case 1) DOCOMO gacco. Inc.] Improving management system efficiency

- Issue: Improving work efficiency by increasing the number of productions in contents creation.
- Outcomes: Consolidation and cancelation of similar work by work visualization and multi-skilling of human resources through work quality standardization via operation and maintenance, resulting in considerable efficiency gains in the management system.

[Case article] <https://www.solution.bell24.co.jp/ja/case/docomo-gacco/>

[Case 2) Suginami-ku (Tokyo)] Increased productivity by 52% and improved efficiency by 437 hours per month

- Issue: Due to the sophistication and multi-functionality of inquiry response tasks, there was an increase in overtime hours and document processing backlog.
- Outcomes: As a result of identifying issues through work visualization, application forms were converted into data using AI-OCR, reducing the monthly work time by approximately 437 hours for application form checks, something that had been a heavy burden. Moreover, a support system using tablet terminals was introduced to standardize visitor contact work and reduce training time by half.

[Case article] <https://www.solution.bell24.co.jp/ja/case/suginamiku/>

[Case 3) Client company in the telecommunications industry] A roughly 10% increase in time spent on core work

- Issue: More man-hours and more complicated work due to service expansion.
- Outcomes: Redesigned work processes and outsourced of non-core operations to improve operational efficiency and cut man-hours considerably. The time spent on service work and sales activities, which are core work, increased by 10% or more.

[Case article] <https://www.solution.bell24.co.jp/ja/case/bpr-consulting/>

■ Online seminar about the service

The Company will organize an online seminar about the service, titled “BPO Consultants Talk: Common Aspects of Organizations That Variously Fail to Increase Productivity,” on Thursday, March 28, 2024. The seminar will unravel organizational issues such as a lack of productivity as well as introduce hints for solving problems based on methods for reviewing work processes, including visualizing gaps between actual work contents and their ideal form, which are also used in the service.

Application URL: https://www.solution.bell24.co.jp/ja/seminar/2024_0328_SP/?utm_source=release&utm_medium=press

About BELLSYSTEM24: Corporate website: <https://www.bell24.co.jp/en/>

In 1982, BELLSYSTEM24 began fully operating its call center services for the first time in Japan. Since then, the company has rolled out wide-ranged outsourcing businesses centering on contact centers, the point of contact between companies and consumers, and created the standard model for the industry. We will continue to implement our mission, Creating Better Communities through Communication through the development and provision of various solutions based on operational knowledge accumulated by combining People and Technology.

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