

## **BELLSYSTEM24 has concluded a business alliance agreement with Blueship for the development of resident contact point services to support municipal DX**

Strengthening the two companies' collaborative relationship to improve convenience for residents and staff work efficiency

BELLSYSTEM24, Inc. (Head Office: Minato-ku, Tokyo; President, CEO: Hiroshi Kajiwara; hereinafter "BELLSYSTEM24"), which has 40 years of experience in designing and operating contact centers and BPO (business process outsourcing) in a wide range of industries, and Blueship Co., Ltd. (Head Office: Shibuya-ku, Tokyo; President & CEO: Keigo Sugizaki; hereinafter "Blueship"), which provides a wide range of support services for local governments such as DX for administrative service procedures, have concluded a business alliance agreement with the aim of developing and promoting sales of new resident contact point services that support local governments DX.

Through this alliance, the two companies aim to further strengthen their collaborative relationship and solve issues unique to local governments, while developing and providing services tailored to themes common to local governments.



### ■ Background and purpose of the business alliance

Based on the Municipal Digital Transformation (DX) Promotion Plan put forward by the Ministry of Internal Affairs and Communications, individual local governments are acting to adopt standardized and common information systems and move administrative procedures online. Their aim is to improve convenience for residents and enhance administrative services by increasing the work efficiency of local government staff. However, with a sudden digitalization linked to national policy, such as of benefit payments, local governments often need to construct systems and prepare to run them in a short period of time, causing some to struggle with urgent launches or lack of time.

BELLSYSTEM24 provides a range of services that include business reform support, having introduced the latest solutions such as AI and voice recognition, and DX human resource development support, which are based on the knowledge it has accumulated in its contact centers and back-office operations, to more than 250 local governments to date. We support municipal DX initiatives aimed at improving services for highly diverse residents and improving the work efficiency of local government staff.

Blueship helps improve resident services and reduce the burden on local government staff by providing DX services geared to the issues faced by local governments. This includes, for instance, enabling speedy system construction when there is little time to implementation, such as with payments of special flat-rate benefits that make use of knowledge about local government work.

To date, the two companies have jointly promoted municipal DX and provided contact point services for residents, such as the “Fujisawa City Contact Center” to create a digital city hall in Fujisawa City and the “Wage Increase Promotion Project for Small and Medium-sized Enterprises” in Nara Prefecture, doing so by combining their knowledge and know-how with regard to each local government. Going forward, we have decided to collaborate to develop new services that are attuned to local governments’ common needs ahead of time, so that we can smoothly respond to unexpected matters that require digitalization in the area of contact points for residents.

## ■ Major collaboration contents

### (1) Development of services for contact points with residents in the area of local governments

We want to offer a package of services to do with the digitalization of resident contact points that can be adopted by a wide range of local governments, building on ServiceNow\*, a cloud-based platform that has already been introduced with multiple local governments. The platform includes a “benefits service,” which offers a series of workflows for electronic application, examination, and approval as well as the ability to manage inquiries from applicants, and a “comprehensive call center service,” which centrally accepts and responds to inquiries from residents. Moreover, in the future, we will aim to accommodate new national policies and concomitant needs of local governments, pioneering the development of new resident contact point services.

### (2) Training human resources with workflow-building skills from ServiceNow

Through the development of joint services, the two companies will work to expand their initiatives and strengthen their responsiveness by promoting the training of human resources at BELLSYSTEM24 with skills to build digital workflows using ServiceNow, doing so based on the skills of more than 20 ServiceNow application development staff working at Blueship.

\* ServiceNow is a trademark or registered trademark of ServiceNow, Inc. in the United States and other countries.

## ■ Future outlook

The two companies aim to generate three billion yen sales in FY2026 through the development and provision of services by both companies as part of this collaboration. Going forward, we will continue to contribute to the municipal DX by developing and providing services that are relevant to the issues and concerns of local governments by combining the strengths of both companies. Moreover, we will utilize the knowledge we have cultivated in the area of local governments to consider approaches to solving problems and improving service convenience in other areas.

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.

Company name	BELLSYSTEM24, Inc.
Representative	Hiroshi Kajiwara, President, CEO
Head office	6F, Kamiyacho Trust Tower, 4-1-1, Toranomom, Minato-ku, Tokyo 105-6906
Established	September 20, 1982
Share capital	100 million yen

Business description: Outsourcing services, technology services, consulting services, temporary staffing services, paid job placement services, and CRO services related to CRM solutions. Planning, production and sales of various contents using the Internet and other media, and operation of services related to these.

**About Blueship Co., Ltd.: Corporate website: <https://www.w2.blueship.co.jp/home-en>**

Improving resident services and calculating the resources to solve new administrative issues are challenges that many other local governments share. Blueship will continue to propose and promote better services that resonate with the issues and concerns of local governments by harnessing its knowledge in contact center system construction, striving to support the DX of local governments.

Company name	Blueship Co., Ltd.
Representative	COO: Keigo Sugizaki
Head office	Shibuya Cross Tower 17th floor, 2-15-1 Shibuya, Shibuya-ku, Tokyo 150-0002
Established	March 18, 2004
Share capital	30 million yen
Business description:	Service transitions, digital workflow construction services, DX implementation support

Names of companies and products described in this article are registered trademarks or trademarks of their respective companies.

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