

FOR IMMEDIATE RELEASE

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BELLSYSTEM24, Inc.
Blueship Co., Ltd.

Blueship and BELLSYSTEM24 Start “Targeted Support Payments to Counter Price Hikes for Households Exempt from Resident Tax etc.” in Setagaya City, Tokyo

Supporting benefit operations that realize smooth application, examination, and approval in line with the Setagaya City DX Promotion Policy

Blueship Co., Ltd. (Head Office: Shibuya-ku, Tokyo; COO: Keigo Sugizaki; hereinafter “Blueship”), which provides a wide range of support services for local governments such as DX for administrative service procedures, has been entrusted with a project related to the “Targeted Support Payments to Counter Price Hikes for Households Exempt from Resident Tax etc.” in Setagaya City, Tokyo (hereinafter, “this Project”), and together with 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, they will provide integrated support for a series of workflows of electronic applications, examinations, and approvals as well as management of applicant inquiries. This Project is the first initiative since the conclusion of the business alliance between Blueship and BELLSYSTEM24 announced in May 2024.



■ Background

Setagaya City, which boasts the largest population among Tokyo’s 23 cities, has formulated the Setagaya City DX Policy and is promoting DX for local governments, such as a new contact point project on the theme “Don’t go, don’t write, don’t wait” as a re-design of administrative services as well as a project to facilitate procedures and consultations online. This Project aims to achieve both the prompt support payments to eligible persons and reduce the burden on the city’s staff, so Blueship was entrusted with it because their proposal was appreciated in terms of “introducing electronic applications and strengthening guidance measures,” “efficient building and operation of reception and examination systems,” and “measures and support systems to reduce man-hours for citystaff and administrative staff.”

Blueship and BELLSYSTEM24 have been collaborating on joint initiatives such as the Childbirth and Childcare Support Grant Service in SetagayaCity, Tokyo, the Wage Increase Promotion Project for Small and Medium-sized Enterprises in Nara Prefecture, the Fujisawa City Contact Center in Fujisawa City, Kanagawa Prefecture, and the Children’s Metropolitan Government Monitor in Tokyo. Moreover, starting this year, the two concluded a business alliance with the aim of developing and expanding sales of a new resident contact service that supports DX for local governments, with initiatives to share information to solve issues unique to local governments, to exchange opinions on the functions of the systems provided, and to promote improvements having helped enhance the service offered as part of this Project.

■ Outline of this Project

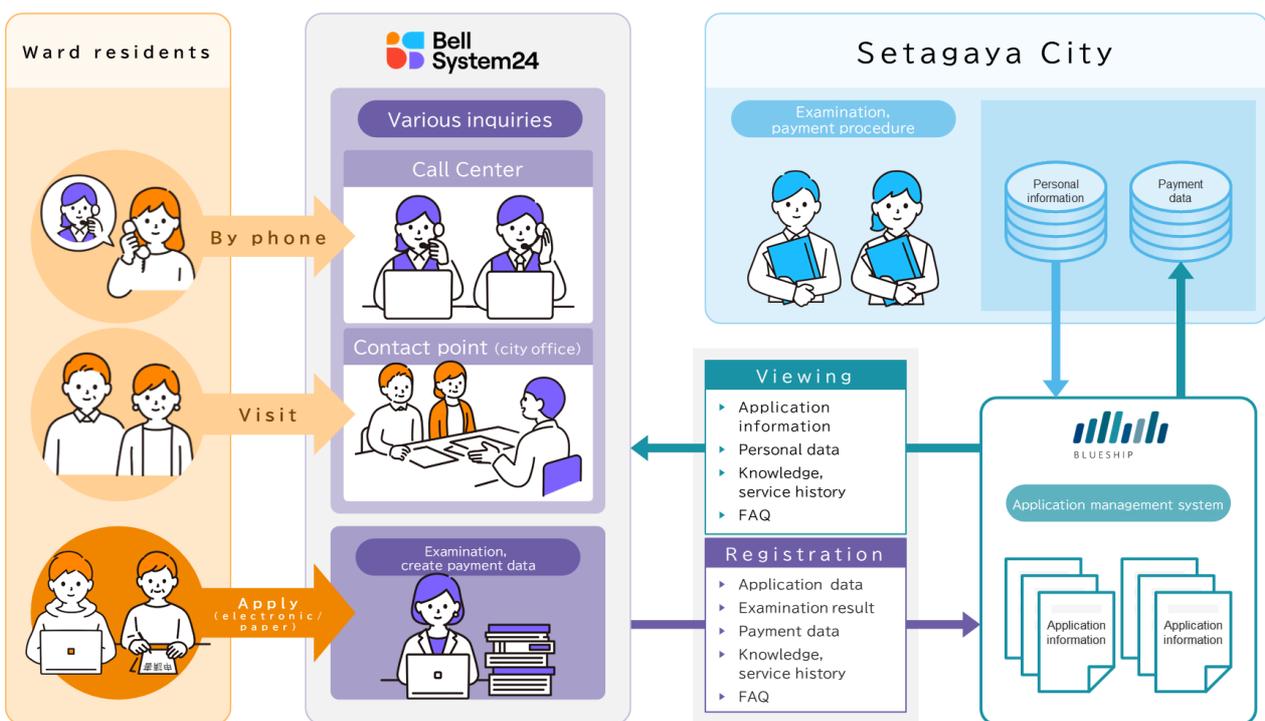
This Project will provide end-to-end support for the entire workflow of applications, examination, and approvals of Targeted Support Payments to Counter Price Hikes for Households Exempt from Resident Tax etc. in Setagaya City, Tokyo. Emphasizing convenience for city residents, it accommodates both paper and electronic applications and offers a contact center that can respond to inquiries until 8 pm as well as an in-person contact point dedicated to this Project at the city office, thus meeting both online and offline needs. BELLSYSTEM24 is in charge of the contact center, the contact point, and the paperwork processing center that handles the workflow paperwork, so that knowledge from the service histories in each channel is consolidated, FAQs for city residents are created, and accurate and unified guidance is provided in response to inquiries. With this, the aim is to improve the first-contact resolution rate and quality of each channel and minimize the number of inquiries. Moreover, to promptly make benefit payments to city residents and reducing the burden on city and administrative staff, Blueship will build a system based on the cloud-based platform ServiceNow* to design a flow that can complete electronic applications in as little as 30 seconds and to manage all in-system processes. Moreover, also in the case of paper applications, AI-OCR will be used to make it easy to import data into the system, improving operational efficiency while taking into account the digital divide.

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

■ Role of each company

Blueship will be responsible for the creation of a portal site for electronic application, making a “benefit payment system” that accommodates the whole workflow from applications to approval and creation of payment data as well as integrates management functions for inquiries from city residents, providing a tool for identifying eligible persons, and operating and maintaining the system. The system will be built on the cloud-based platform ServiceNow.

BELLSYSTEM24 will be in charge of the paperwork related to applications, examinations, and approval requests in the workflow on behalf of city staff, operating the contact center that responds to inquiries from residents by phone and inquiry forms, and running the contact point dedicated to this Project at the city office.



Flow of this Project

■ Future outlook

Going forward, Blueship and BELLSYSTEM24 will continue to develop and provide services that resonate with the issues and concerns of local governments by combining the strengths of the two companies, helping to both improve resident satisfaction and boost the productivity of local government officials.

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: 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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