PressRelease

FOR IMMEDIATE RELEASE

August 30, 2024

TSUNAGU Community Analytics Co., Inc.
BELLSYSTEM24, Inc.

TSUNAGU Community Analytics, involved in the Chubu Electric Power Group's data science business, joins the GenAI Co-Creation Lab.

Developing a joint service with BELLSYSTEM24 for "passing on know-how"
through the use of generative AI cultivated in the energy industry, applying it to contact centers

TSUNAGU Community Analytics Co., Inc. (Head Office: Nagoya-shi, Aichi; Represntative Director: Osamu Kuribayashi, ; hereinafter, "TCA") will join the GenAI Co-Creation Lab*, which is a project of BELLSYSTEM24, Inc. (Head Office: Minato-ku, Tokyo; President, CEO: Hiroshi Kajiwara, hereinafter, "BELLSYSTEM24"), with the two companies developing and launching a joint service for "passing on know-how" using generative AI, applying it to contact centers (hereinafter, the "service").

The service consists of a series of business flow systems that create a database of the personal know-how accumulated by veteran staff in contact centers and past response history. When a problem occurs in the work of a new person in charge or similar situations, generative AI takes the place of the veteran in identifying the cause and suggesting a solution. From assessments and trial operations to business implementation, we can provide the service tailored to the needs of each company.

The service was realized by combining TCA's generative AI utilization know-how, reflecting successful DX work in the Chubu Electric Power Group, with BELLSYSTEM24's diverse track record in contact center work.

* GenAI Co-Creation Lab.:
    This is a generative AI utilization program launched by BELLSYSTEM24 in June 2024 with the participation of user companies. The aim is to build hybrid contact centers of "generative AI" and "humans."
Details are available at: https://gai.bell24.co.jp/en/

■ Background and purpose of the development

While it is necessary for companies to pass on know-how from veterans and train new employees in order to grow their businesses, it is sometimes difficult to devote time to passing on veterans' know-how possessed, for example due to the recent decline in the working population, causing a decline in productivity and competitiveness. In the past when passing on know-how, the burden on veterans was heavy because they had to verbalize their own know-how while performing their duties and pass it on to their juniors over time.
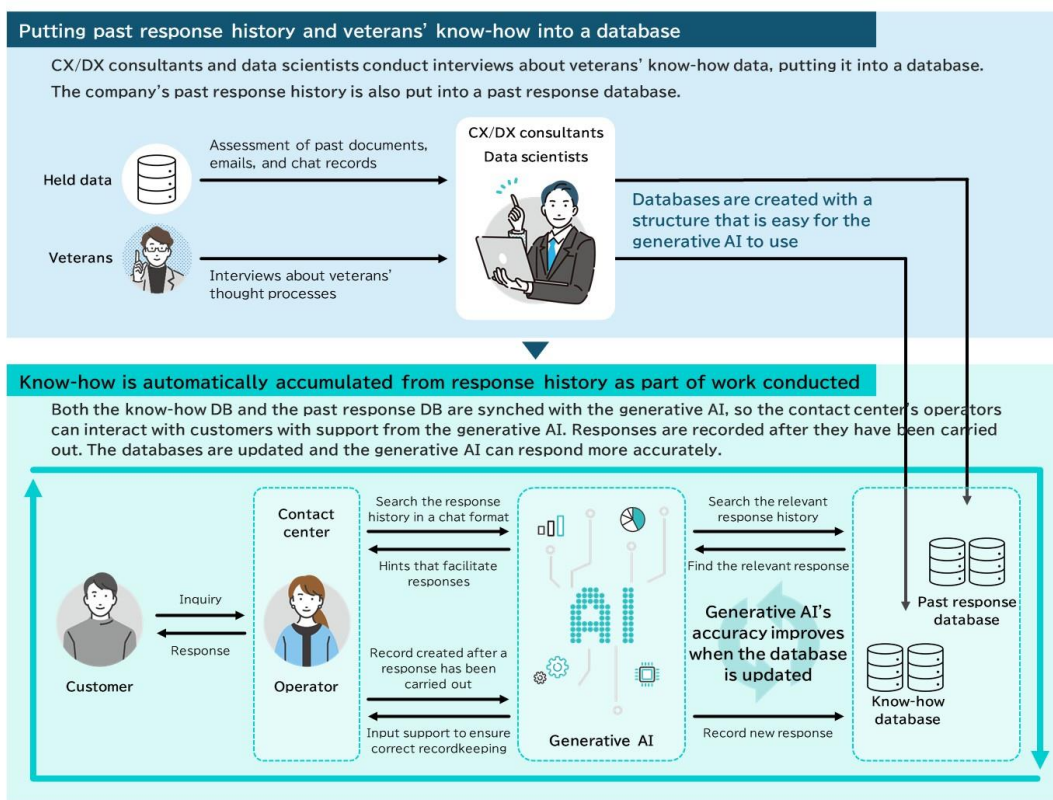
Through the collaboration between BELLSYSTEM24 and partner companies, the GenAI Co-Creation Lab. generates ideas for utilizing generative AI and promotes initiatives to match them with corporate issues. Now, seeking to help companies that face issues with "passing on know-how," we combine TCA's generative AI utilization know-how, reflecting successful DX work in the Chubu Electric Power Group, with the strengths and knowledge of BELLSYSTEM24, with a diverse track record in contact center work, to launch this service following demonstration at the support desk of BellCloud+®, a cloud-based contact center infrastructure system developed and provided by BELLSYSTEM24.

■ Service outline

This service is a problem-solving solution that utilizes generative AI to help companies that have issues with passing on the know-how of their veterans.

The service is structured as three steps according to the needs and issues of each company: "assessment of held data," "trial introduction of generative AI," and "implementation in actual business." BELLSYSTEM24 and TCA's professional group for CX/DX consulting and data utilization accompanies every step of the process to the introduction of the system into the company's actual business. To begin with, in preparing learning data for the generative AI, we visualize the quality and quantity of data held by the company as well as provide methods to convert the veterans' non-verbal know-how based on experience and intuition and other know-how that supports work efficiency and problem solving. After that, in addition to designing business flows and building systems centered on generative AI, we also create a system to continuously accumulate know-how.

An example of the flow of know-how being passed on, assuming work at a contact center's inquiry desks

Putting past response history and veterans' know-how into a database

CX/DX consultants and data scientists conduct interviews about veterans' know-how data, putting it into a database.
The company's past response history is also put into a past response database.

Held data → Assessment of past documents, emails, and chat records

Veterans → Interviews about veterans' thought processes

CX/DX consultants
Data scientists

Databases are created with a structure that is easy for the generative AI to use

Know-how is automatically accumulated from response history as part of work conducted

Both the know-how DB and the past response DB are synched with the generative AI, so the contact center's operators can interact with customers with support from the generative AI. Responses are recorded after they have been carried out. The databases are updated and the generative AI can respond more accurately.

Customer — Inquiry / Response — Operator

Contact center

Search the response history in a chat format
Hints that facilitate responses
Record created after a response has been carried out
Input support to ensure correct recordkeeping

Generative AI

Search the relevant response history
Find the relevant response

Generative AI's accuracy improves when the database is updated

Record new response

Past response database

Know-how database

[The service structured as three steps]

STEP 1: Assessment of held data

For companies that want to know whether the data they hold are data that can contribute to the use of generative AI, DX consultants and data scientists assess both the quality and quantity of the data. They evaluate it from the perspectives of "whether keywords and know-how are linked when searching with generative AI," "whether know-how is classified by category," "whether the data volume is sufficient," and "whether the data are biased," and then consider "what can be achieved with the existing data" and "what additional data should be acquired."

STEP 2: Data accumulation design and trial introduction of generative AI

To create a database of know-how tied to certain persons that is non-verbal, we structure the thought processes by collecting information from existing documents and conducting personal interviews with veterans as well as design mechanisms for continuous accumulation of know-how data through generative

AI. After that, it is possible to import the held data and know-how data into the trial environment for the generated AI to verify it.

STEP 3: Implementation in actual business

Based on the actual operations of each company, we design a series of flows that range from identifying problem causes to considering countermeasures, solving problems, and producing reports as business flows using generative AI. In addition to holding briefings on the business flows at the time of introduction, we provide comprehensive support, from software aspects such as support to improve AI ethics and other literacy to hardware aspects such as servers, networks, and storage and other parts of the infrastructure environment, overall system configurations including APIs, DBs, front-ends, and linked systems, and security measures such as firewalls, intrusion detection systems, and access control.

■ Future outlook

We plan to introduce this service at about 10 companies by FY2025. Going forward, the GenAI Co-Creation Lab. will continue to serve as a hub to connect technologies with issues to be solved, producing advanced examples of generative AI utilization.

■ Company Information

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.

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

Media contact
Public Relations Office, BELLSYSTEM24 HOLDINGS, INC.
E-mail: pr@bell24.co.jp / TEL: 03-6896-6199