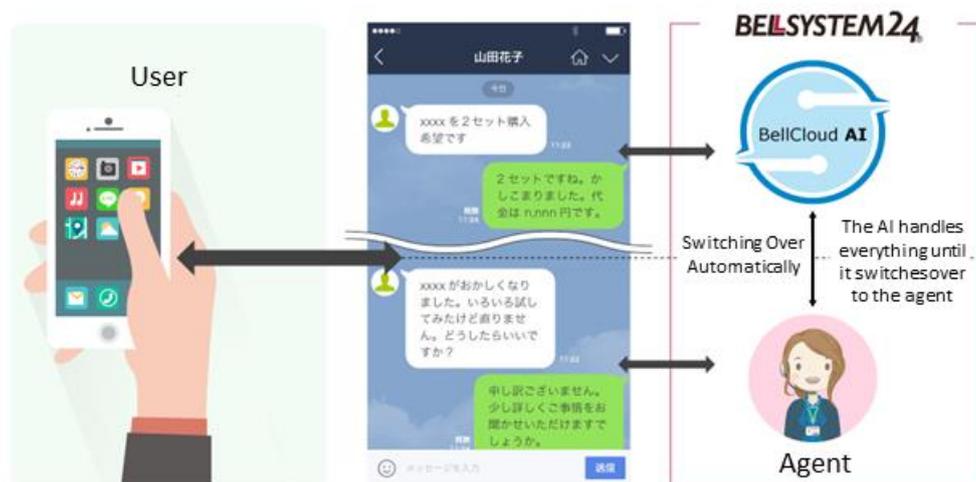


BELLSYSTEM24 Releases “BellCloud AI for SNS” (Temporary Name) for “LINE Customer Connect”, a New Solution with IBM Watson as Provided by SoftBank

BELLSYSTEM24, Inc. (Representative Director, President, CEO: Tsuge Ichiro; Headquarters: Chuo Ward, Tokyo; Referred to below as “BELLSYSTEM24”) will begin providing “BellCloud AI for SNS” (Temporary Name) in April, 2017, a new BellCloud AI solution that uses IBM Watson to respond to chat inquiries from end-users on “LINE Customer Connect.” Also, BELLSYSTEM24 will sign both a LINE Customer Connect reseller agreement and a partner program agreement with LINE Corporation (referred to below as “LINE”) by the end of April to provide this solution to customers.

LINE Customer Connect is a service that allows a contact center to support chat on LINE, providing customer communication for each situation and need in a seamless manner, whether by AI, human chat, or in a voice conversation. BellCloud AI for SNS uses IBM Watson as provided by SoftBank Corporation (referred to below as “SoftBank”) to provide seamless support with a Hybrid Reply*¹ feature that automatically switches between an AI-based Auto Reply*² and a human-based Manual Reply during a chat. With previous services, users had to choose manually between a person and an AI. With this solution, however, AI provides the base for communication, automatically switching to a human only when the AI cannot provide an answer —dramatically improving the level of convenience for end-users.

Service Diagram



With this solution, BELLSYSTEM24 worked with IBM Japan Ltd and SoftBank, which provides IBM Watson in Japan, receiving full support for system development for features like AI training data management, analytics, and report creation.

*1 Hybrid Reply: In the case of a hybrid system that mixes Auto Reply (AI-based) and Manual Reply (human-based)
•The AI automatically switches over to an agent, with support that an AI normally cannot cover being addressed immediately, leading to less stress on the part of the end-user.

•In the beginning stages of the AI rollout, while the AI studies a wide-variety of FAQ, agents will provide high-quality support.

*2 Auto Reply:

•A feature in which different types of AI provide automatic answers based on pre-registered FAQ

•With IBM Watson’s conversation-based automatic answers, simple reception and applications can be addressed with ease, making for a more convenient time for customers.

BELLSYSTEM24 will continue working with SoftBank, leveraging LINE's easy-to-use UI to continue developing and providing new communication services based on LINE's business platform.

The IBM Watson APIs used

- Natural Language Classifier: FAQ and input natural sentences categorized based on intent
- Conversation: Scenario dialogue and responses

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