



November 28, 2016
BELLSYSTEM24, Inc.
Genesys Japan, Inc.

BELLSYSTEM24 to Release New OmniChannel Connect Center Service

Based on the Genesys Platform: “BellCloud for OmniChannel”

A complete package for providing a high-quality customer experience: From customer journey design to communication and platform design, and management

BELLSYSTEM24, Inc. (Headquarters: Chuo Ward, Tokyo; Representative Director, President, CEO: Tsuge Ichiro; Referred to below as “BELLSYSTEM24”) went with Genesys Japan’s (Chiyoda Ward, Tokyo; Representative Director and President: Tanaka Yoshiyuki; Referred to below as “Genesys”) CX platform for its newest cloud-based contact center solution. The latest solution brand-name is “BellCloud for OmniChannel.”

Before, bringing together different companies’ online interactions, emails, phone calls, chat records, text messages (SMS) and such into one centrally managed system required many investments, and it was difficult to ensure smooth integration across different channels. With this solution, consumer activity across different channels can be managed in a central system with seamless and high-quality experiences regardless of the specific channel that the customer chooses from moment to moment, all based on one cloud service.

Based on the spread of smartphones in recent years, there have been large changes to the ways that companies and consumers interact. Consumers use smartphones to contact companies in a variety of channels, including the web, apps, email, chat, text messaging (SMS), and more. With these kinds of changes in consumer demand relating to channels of communication, many companies have been considering omni-channel support for their contact centers.

A point of consideration for many client companies considering omni-channel support is what sort of customer experience they should provide. A simple expansion of the number of channels supported is not the right way to provide a quality customer service. “Customer experience design,” in other words, CX, that involves holistic analysis of all points of consumer interaction and specification of what kind of customer experience should be sought is essential.

BELLSYSTEM24 doesn’t just stop at providing an omni-channel platform, it responds to client companies’ expectations from two fronts: providing the CX design and omni-channel platform necessary for providing a quality customer experience.

BELLSYSTEM24 went with Genesys in providing a one-stop solution, a company that has a proven track record around the world and great renown for its CX design. BELLSYSTEM24 will work with Genesys to provide CX design, map out and provide consulting on KPI for improving CX, provide omni-channel communication design and even operation.

Also, as with BELLSYSTEM24’s regular BellCloud® contact center offerings, additional cloud services will be offered. BELLSYSTEM24 will also help increase omni-channel support by being flexible with implementation costs. The cutting-edge omni-channel solution is configurable to client needs.

Genesys and BELLSYSTEM24, using their design, consulting, and operational abilities, will respond to challenges found in switching to omni-channel support with an omni-channel platform, helping to improve CX.

■ **About Genesys Japan, Inc.**

Genesys is the worldwide leader in customer experience platforms, providing a personalized omni-channel customer experience (CX) for the entire customer journey that customers embark on in different stages of the customer lifecycle. Genesys supports companies so they can build strong relationships with their customers. Genesys has focused on its customers for more than 25 years, believing that what provides superior growth is superior customer experiences (CX). Genesys is used by more than 4,700 companies in 120 countries around the world, being used to process more than 24 billion interactions per year through cloud and on-premise solutions.

<http://www.genesys.com/jp>

■ **About BELLSYSTEM24, Inc.**

BELLSYSTEM24 has the largest footprint of call centers in the country, using its operational footprint to provide CRM services that combine the latest technologies with a proven track record and accumulated know-how in a variety of industries and a variety of contact center sizes. BELLSYSTEM24 will continue to develop and provide services that offer new value in the area where client companies and customers interact.

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