

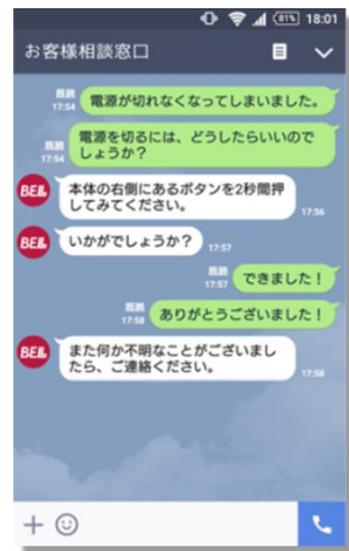
BELLSYSTEM24 to Provide New Customer Support Service Based on LINE

BELLSYSTEM24 will integrate “LINE Business Connect” with its proven CRM systems, allowing for affordable and quick implementation

BELLSYSTEM24, Inc. (Representative Director, President, CEO: Tsuge Ichiro; Headquarters: Chuo Ward, Tokyo; Referred to below as “BS24”) will use “LINE Business Connect,” (*1) a corporate service provided by LINE Corporation (HQ: Shibuya Ward, Tokyo; CEO: Takeshi Idezawa; Referred to below as “LINE”), integrating it with BELLSYSTEM24’s CRM systems, which are already used at various clients, to provide a LINE service for customer support. This service will be free to implement and start at ¥15,000 (*2) for monthly usage, a quick and cost-effective solution for clients who want to use LINE for customer support.

(*1) LINE Business Connect is a service that connects LINE’s system to the corporate customer’s system to send and receive messages through an API, allowing for one-to-one communication.

(*2) Separate fees apply for an official LINE account.



There are many features available with this LINE service, including sending batch message announcements with coupons to customers who have added the relevant corporate account as a friend (*); customer support with messages individually tailored for different customers; reduction of support time based on automatic answers that are associated with keywords used; and more. The following client needs are met with this service: increased support efficiency by providing chances for LINE users to answer questions on their own, increased convenience through greater channel support for customers, becoming able to reach out to LINE users to encourage them to become loyal customers, and more. (*)Batch message announcements are a feature of official LINE accounts.

Below are the main benefits of the LINE service BELLSYSTEM24 will provide

●Chat and social media-based customer support know-how

BELLSYSTEM24 provides customer support know-how gained at its contact centers to: design the support structure for specific purposes, produce templates for the industry and brand, and many other related services.

●Low cost and quick implementation/operations

BELLSYSTEM24’s CRM system, which is used for work in many industries, is already integrated with LINE Business Connect, allowing for quick and cost-effective implementation and operation.

●Many features needs by businesses provided in a standardized package

In addition, there are other features needed for customer support that are all included in this standardized package such as: automatically assigning inquiries to the proper human agent, auto-reply, templates, and more.



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. 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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