

BELLSYSTEM24 begins providing new one-stop solution "Knowledge Management Solution," a service combining operation design, feature configuration, and BPO

Using Salesforce Service Cloud with an integrated CRM and AI knowledge management platform
Up to 300 employees to be certified with Salesforce qualifications in three years

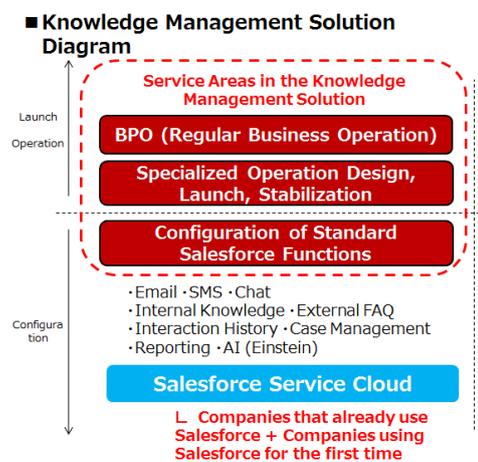
BELLSYSTEM24, Inc (Representative Director, President, CEO: Tsuge Ichiro; Headquarters: Chuo Ward, Tokyo; Referred to below as "BELLSYSTEM24") released a new service called Knowledge Management Solution, using Salesforce.com's customer service cloud solution, Salesforce Service Cloud. The new service is a complete package solution including everything from operation design to feature configuration, BPO work, and more. The new solution delivers a tightly integrated CRM platform and knowledge base that maximizes the value of AI, with AI being an integral part of continued operations. Also, BELLSYSTEM24 will increase the number of employees with international Salesforce certifications, with as many as 300 employees being certified in three years in order to strengthen the new service.

Previously when adding Service Cloud to business operations, initial design and regular operation tasks would be done by the outsourcing service provider, with feature configuration often done separately by system integrators. Also, solution features would sometimes not be used to their full potential due to their increasingly higher level of sophistication.

Due to the situation above, BELLSYSTEM24 decided to combine its specialties of operation design and operational know-how with the knowledge that comes from Salesforce certifications, synthesizing them to create an integrated launch method. BELLSYSTEM24 will make it possible to adapt processes using AI and knowledge, as well as specialized operations teams (knowledge-teams, AI trainers), to existing operations using the consulting launch method above. Also, BELLSYSTEM24 will use prototype development methods and work directly with the corporate

divisions using Salesforce to make the most of standard Salesforce features. With this kind of seamless service spanning from initial launch to operation, BELLSYSTEM24 will increase omni-channel and AI utilization in its call centers. Additionally, BELLSYSTEM24 will use Salesforce Einstein for AI, which greatly enhances Service Cloud. Salesforce Einstein proposes optimal answers during phone calls at call centers, calculates the best time to send emails that result in signed contracts, and more to help to pave the way for next generation contact centers that also support e-commerce and marketing.

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.





[Inquiries Relating to this Press Release]

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