

BELLSYSTEM24 to Use iNAGO's "Natural Conversation Solution" System to Automatically Respond to Inquiries for "Virtual Communicator" Service

Automatic answers to consumer questions that have been difficult for consumers to address on their own through FAQ

BELLSYSTEM24, Inc. (Representative Director, President, CEO: Tsuge Ichiro; Headquarters: Chuo Ward, Tokyo; Referred to below as "BELLSYSTEM24") has started using iNAGO Inc.'s (CEO: Ron DiCarlantonio; HQ: Minato Ward, Tokyo; Referred to below as "iNAGO") "Natural Conversation Solution" system, which automatically answers text-based questions through natural dialog, for its new "Virtual Communicator" service. This service is already in use by ASKUL, a company that provides e-commerce services for office supplies and other items. In specific, the service is being used at ASKUL's Soloel Arena website (<https://solution.soloel.com/>).

With previous FAQs (Frequently Asked Questions) online, consumers had a hard time figuring out which one of the FAQs applies to their question in particular, making it difficult to find an answer. Therefore, consumers often ended up having to make a phone call to get their questions answered. With the Virtual Communicator service, when the consumer asks the question "Can you tell me about shipping?," the virtual communicator responds with a natural answer: "What shall I look up about shipping?" From there, the conversation continues, finally arriving at the proper response for the question that the consumer is trying to ask. With this process, the number of people who find the answers on their own dramatically improves, leading to fewer phone inquiries.

With previous self-service solutions, the responses closest to existing FAQ registered are found, with questions that have the same intent but different phrases resulting in different or unfound answers --points needing improvement. The Virtual Communicator that BELLSYSTEM24 provides uses specialized algorithms developed by iNAGO to understand intent and context and, even when questions are phrased in different ways, also provides answers that are high-quality and consistent.

In addition to the FAQ and knowledge management methods that it has developed in the contact center business, BELLSYSTEM24 will also add to the operational end, monitoring the Virtual Communicator's usage status, providing management, improving usage and success rates, and providing periodic operational improvements.



iNAGO

BELLSYSTEM24®

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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[Inquiries Relating to this Press Release]

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