

BELLSYSTEM24 to Release “BellCloud for WebRTC”, a Service Package That Allows for Remote Interaction via Video-Chat, Screen-Sharing, and More

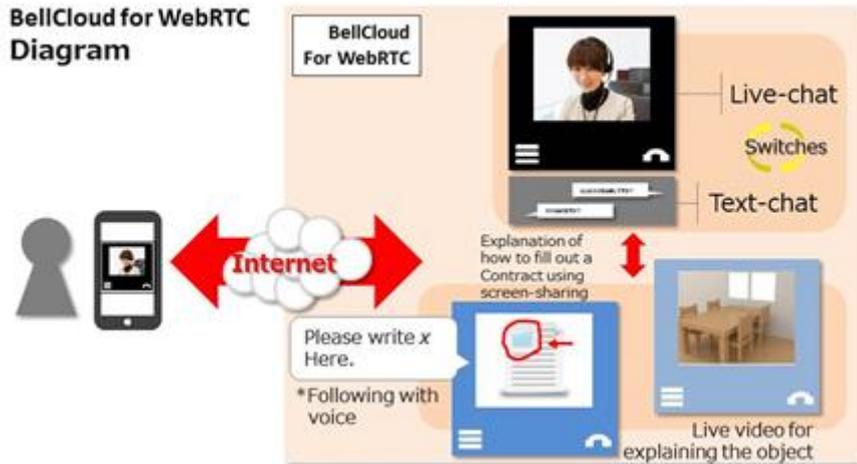
Communication with customers at the same level of flexibility as face-to-face communication, useful for higher-priced products like automobiles, housing, and finance, as well as for complex support involving telecommunication and other such devices

BELLSYSTEM24, Inc. (Representative Director, President, CEO: Tsuge Ichiro; Headquarters: Chuo Ward, Tokyo; Referred to below as “BELLSYSTEM24”) will release “BellCloud for WebRTC”^{*} this spring, making it the first player in the call center industry to release a cloud-based omni-channel service package that features video-chat, text-chat, browser screen-sharing, screen sharing (with annotation including text and diagrams), all integrating with PBX phone systems (phone-line switching machines in facilities) in a seamless manner to provide remote real-time customer interaction. (*Web Real-Time Communication)

While WebRTC has gathered attention in the past few years for providing new forms of real-time communication, in the corporate world, it has been difficult to maintain stable connections due to the large amount of data exchanged back and forth, preventing a full-fledged wave of adoption. In this business environment, BELLSYSTEM24 has newly defined the WebRTC features needed for customer support in its contact centers, developing “BellCloud for WebRTC,” which delivers optimal performance.

Because BellCloud for RTC is a cloud-based solution, it allows for a smooth setup of consumer support lines that are omni-channel, providing the necessary scale and features with a low initial cost. With BellCloud for WebRTC, the optimal communication channel can be transitioned to in a smooth manner for each stage of customer support. For example, in the case of a product sales line, the first stage of customer interaction could consist of a simple back-and-forth over text-chat and screen-sharing, then, all on the same connection, move on to video-chat and screen-sharing once more complex support is necessary (due to the consumer deciding to make a purchase or sign a contract).

Companies can use BellCloud for WebRTC in their brick and mortar stores to guide consumers there from online. Staff in the stores can use video chat to show actual products and explain about them in detail, using a tablet to capture the video. With this kind of remote human interaction, detailed information that could not be conveyed over text and voice can now be accompanied with imagery to complement such interaction. Also, BellCloud for WebRTC can improve resolution rates and lead to shorter resolution times with technical and other forms of complex support.



<Usage Examples>

- Allow for customer interaction done in stores to be done remotely
 - Allow for products to be explained remotely
- Omni-channel support centers: E-commerce, reservations, businesses with memberships, smartphone and other sales, travel agents, etc.
 - VIP Concierge Usage: Credit cards, banks, businesses with memberships, etc.
 - Customer support with screen-sharing: technical support, businesses with memberships
 - Counseling sales: weddings, housing, financial services, etc.
 - Online showrooms: automobile sales, housing, etc.
 - Support for kiosks: convenience stores, department stores, retail, banks, insurance, etc.
 - Specialized remote support: translation for travelers remotely, remote classes, remote medical care, etc.
 - Report support for specialists: infrastructure repair, household electronic makers, system maintenance and operation companies, construction, etc.

<WebRTC Features>

- Voice and video-chat feature: calls with voice and video
- Document push feature: sending document files (PDFs) to customers
- Link push feature: sending links (URLs) to customers
- Browser screen-sharing feature: the agent can see the browser screen that the customer looks at
- Annotation feature: writing text and diagrams on the browser screens that is being shared
- Highlight feature: Sharing the browser screen and using the flash feature to point to different areas
- Image push feature: Customer sharing pictures they take with the agent
- Report/Document management features

BELLSYSTEM24 provides CRM services that combine the latest technologies such as AI with a proven contact center track record and accumulated know-how in a variety of industries. Moving forward with its Advanced CRM Platform, 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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