

November 14, 2024  
Japan System Techniques Co., Ltd.

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## JAST Starts Using a DX Voicebot with Generative AI

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### Announcement of data demonstrating higher efficiency at the iBss call center

Japan System Techniques Co., Ltd. (“JAST”) has started using a DX voice-activated chatbot (voicebot) based on the BIZTEL cloud PBX (note 1) of Link, Inc. and the AI Messenger Voicebot (note 2) of AI Shift, inc. JAST is using this voicebot at its iBss (Insurers Business Support System) call center that started operating on October 1, 2020 to support the operations of insurance companies by making business processes more efficient.

#### ■ Reasons for Using the Voicebot

JAST started operating the iBss call center to meet the increasing demands of insurers for the use of ICT in their business processes. The scale of the call center increased rapidly mainly involving its web validation system, which is used by many companies. The volume of work of the call center staff increased as this rapid growth took place. As a result, there was a need to lower the amount of work performed by the staff in order to improve their efficiency and productivity.

To accomplish this goal, the iBss call center has started to use a system that combines BIZTEL of Link and the voicebot of AI Shift. The voicebot uses generative AI to understand requests in incoming calls and enable the caller to receive an accurate response.

To confirm the benefits of this voicebot, services provided to two insurance companies during a period that ended on September 30, 2024, were examined.

[Data collected]

Period: July 22 to September 30, 2024

Companies: Two insurance companies (A and B) with prior-year data used

#### ■ Benefits and observations

1. Company A: Changes in efficiency and responses due to voicebot use

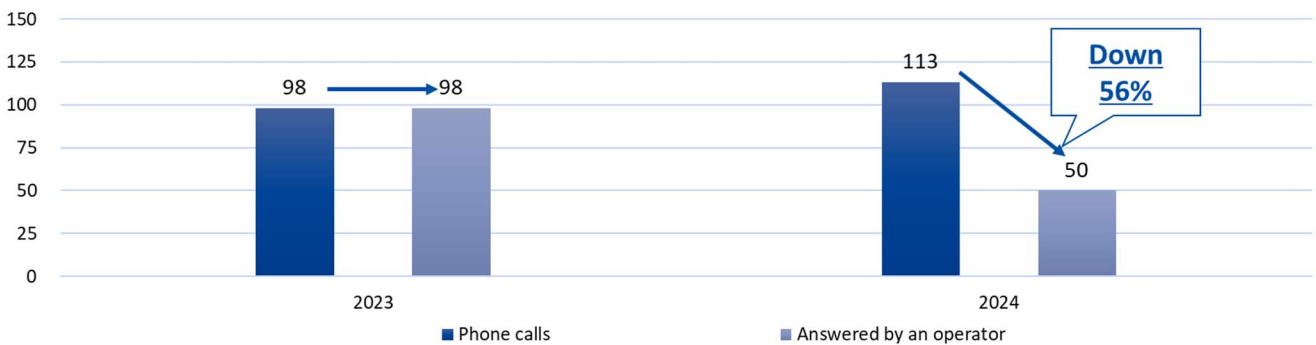
The study covers 5,000 people in 2023 and 5,500 in 2024, an increase of 500 from 2023 and uses comparisons of the number of inquiries for dependent status survey. In 2023, there were 211 of these inquiries using a telephone call or e-mail and 212 in 2024.

### Number of Phone Calls/E-Mail



In 2023, operators responded to all 98 phone calls because there was no voicebot. In 2024, the number of phone calls increased to 113 but operators handled only 50 of these calls, a big decline of 56% from 2023. JAST believes this decline clearly demonstrates the benefit of using a voicebot.

### Number of Phone Calls



#### 2. Company B: Changes in efficiency and responses due to voicebot use

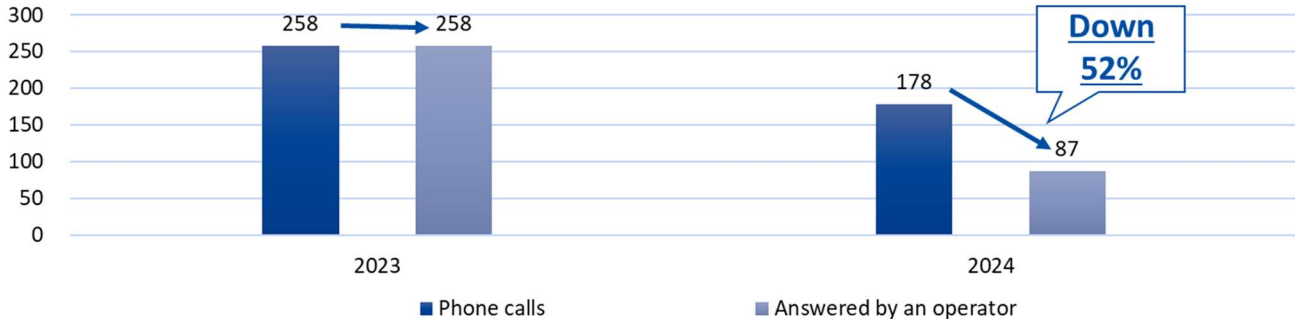
The study covers 725 people in 2023 and 502 in 2024, a decrease of 223 from 2023 and uses comparisons of the number of inquiries for dependent qualification survey. In 2023, there were 383 of these inquiries using a telephone call or e-mail and 270 in 2024, a decrease of 113 from 2023.

### Number of Phone Calls/E-Mail



In 2023, operators responded to all 258 phone calls because there was no voicebot. In 2024, the number of phone calls decreased to 178 but operators handled only 87 of these calls, a big decline of 52% from 2023. JAST believes this decline clearly demonstrates the benefit of using a voicebot.

### Number of Phone Calls



■ Future Outlook

The use of voicebot has significantly lowered the number of phone calls handled by operators and reduced the volume of work and number of tasks they perform. These improvements have increased the quality of services at the iBss call center by allowing operators to focus on investigation tasks concerning the validation of dependent status.

JAST will continue to aim for more improvements by acquiring more knowledge about the use of voicebots, upgrading the solution rate of voicebots to cut the number of tasks performed by operators, and more effectively using the time of operators. In addition, JAST plans to make more improvements to the portal site for policyholders and the business support system for insurance companies, both of which are very successful. Our goal is to increase convenience for policyholders and insurers.

JAST is working on more advances at the iBss call center as activities continue for the digital transformation (DX) of the business processes of insurance companies.

■ About iBss

Use this link to learn more about iBss and for other information.

<https://jmics.jp/ibss/>

Note 1: BIZTEL

BIZTEL is the cloud-based private branch exchange (PBX) of Link, Inc.

With numerous functions, including linkage to a voicebot and generative AI, BIZTEL can be used to create telework environments for office and call center and to improve the efficiency of business processes using telephone calls.

Note 2: AI Messenger Voicebot

AI Messenger Voicebot is the voicebot service of AI Shift, inc., which developed this service using its own AI technology for the digital transformation of answering telephone calls. A company can create customized scenarios based on its own specifications in AI Messenger Voicebot. This makes possible automation that matches a broad range of telephone answering needs at companies and improves the efficiency of business operations for customer support.

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