

May. 10, 2023  
Relia, Inc.  
Relia Digital, Inc.

**The Relia Group commences R&D to integrate GPT into  
customer support systems**

GPT version of VA to be demonstrated on the website

Relia, Inc (Head Office: Shibuya-ku, Tokyo; President and CEO: Takashi Amino; hereinafter, “the Company”) and Relia Digital, Inc. (Head Office: Shibuya-ku, Tokyo; President and CEO: Kota Shimizu; hereinafter, “Relia Digital”) have commenced research and development into the use of large language models (hereinafter, “LLM”)<sup>\*1</sup> such as GPT-4 to provide customer support services.

The two companies are moving forward with a Proof of Concept (PoC) combining GPT with the Virtual Agent® chatbot platform (VA) to expand product functions and boost the productivity of improvement activities.

\*1 Large Language Model (LLM): A natural language processing model trained on large quantities of text data.

**■ Research & Development Background**

LLMs have developed rapidly in the last few years and, unlike previous natural language processing models, they do not require preparation of base data or the creation of teaching data for training. New LLMs are now capable of generating responses from vast amounts of training data based on information available on the internet. The emergence of ChatGPT, developed by OpenAI, has attracted the attention of a variety of industries.

However, there are also concerns about the risks of using LLMs in business scenarios. There have been examples of LLMs providing incorrect information in automatically generated responses, and the know-how needed for prompt<sup>\*2</sup> maintenance is often not clearly stipulated.

In response to these issues, Relia, Inc. and Relia Digital are investigating issues related to the use of LLMs in the customer support field as well as optimal methods of utilizing these systems. The Relia Group is now carrying out research and development into how LLMs can be integrated into Relia Digital’s flagship product VA.

\*2 Prompts are designed to be used as commands to provide instructions to the AI

## ■ Research and Development Overview

### 1. Information gathering and sharing within the Relia Group with a view to utilizing LLMs in customer support

The Relia Group will gather information about examples of the use of LLMs, such as ChatGPT, and will promote the input of accurate information within the Group.

### 2. Development of a GPT version of VA connecting VA to the ChatGPT API

We have used ChatGPT API to create a GPT version of “VA Digitan” on Relia Digital’s website. Prompts have been set for the character and the website will be made available to end users on a trial basis in the end of May 2023.

### 3. The VA platform and possible uses for analysis and improvement activities

We have commenced a PoC and are considering the possibilities for broadening the range of uses of this system within the Group including integration into the VA platform and using it to analyze input trends for VA and our manned chat tool Virtual Agent Live.

## ■ Comments from the Project Supervisor (Kota Shimizu, Relia Digital Representative)

Our Virtual Agent® platform is now in its tenth year and we have continued to offer VA along with AI technologies over the years. I believe that recent advances in LLMs offer a range of possibilities for transforming the customer support industry. I predict that they will change the way operators work at our call centers as well as changing the entire customer experience. Relia Digital is the Relia Group’s digital solutions service company and we will keep on pursuing the latest technologies and finding new ways to use them. This will reduce costs and make operations more efficient as well as offering customer experiences that will boost loyalty toward the company from end users. We aim to keep on providing services and products that ensure end users keep choosing us every time.

[About Relia, Inc.]

Since its establishment in 1987, Relia has been contributing to the growth of the businesses of its client companies by providing services to match a social environment that is changing with the times and the growing sophistication of the needs of consumers. Approximately 36,000 staff members working at more than 60 sites inside and outside Japan combine operation capabilities accumulated by the members over many years with the latest technologies to provide high-value added services in the Contact Center Business and Back-Office Business. It is the aim of Relia to

create new value by “supporting collaboration” between client customers and consumers based on its operational knowledge to realize an even better society.

Established : June 1987  
Headquarters : Odakyu Southern Tower 16F, 2-2-1 Yoyogi, Shibuya-ku, Tokyo 151-8583, Japan  
Capital : 998 million yen (as of March 31, 2022)  
Listed market : Tokyo Stock Exchange, Prime Market (Securities Code 4708)  
Business description : Contact center business, back office business  
Corporate URL : <https://www.relia-group.com/english/>  
Service Site『Relia Success』 : <https://www.success.relia-group.com/english/service.html>

[Relia Digital – Corporate Overview]

Name : Relia Digital, Inc.  
Location : 6<sup>th</sup> Floor, Link Square Shinjuku, 5-27-5 Sendagaya, Shibuya-ku, Tokyo 151-0051  
Established : October 2018  
Representative: President & CEO Kota Shimizu  
Capital, etc. : 200 million JPY  
Business description: Consulting services, system building, and system operation services to achieve a high-quality digital experience built around the Virtual Agent® specialized customer support chatbot platform.

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