

Relia client, Seino Transportation Co., Ltd., adopts voice bots for automated reception of cargo collection inquiries, achieving 100% response rate even during peak times

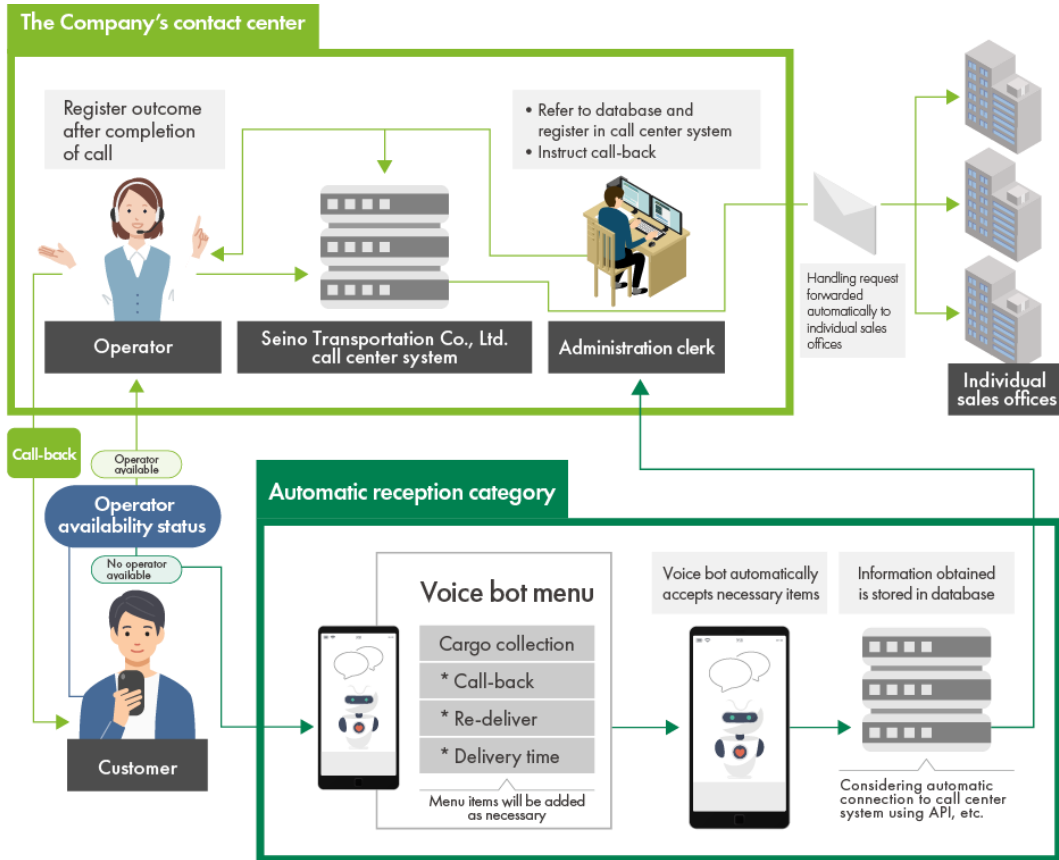
Seino Transportation Co., Ltd. (Head Office: Ogaki, Gifu; President and CEO: Yasuhisa Kotera; hereinafter, "Seino Transportation"), to whom Relia Inc. (Head Office: Shibuya-ku, Tokyo; President and CEO: Takashi Amino; hereinafter, "the Company") provides operational support, has adopted voice bots for its customer support helpline operations, resulting in an improvement in its call-taking response rate.

Seino Transportation's customer support, for which the Company provides operational support helpline, is the general contact point for its various cargo collection and delivery-related services. It had been using the telephone as its main channel, but given the major differences between busy and quiet times, response rates were uneven. Further, with the number of inquiries expected to increase with the expansion of business, there were limits to how far engaging more staff could cope with that increase, and a DX-based solution to its issue was required.

Against that background, to maximize the customer experience based on response rates, Seino Transportation adopted voice bots and launched automatic voice call-taking.

With the voice bots automatically process inquiries about cargo collection, Seino Transportation has been able to achieve stable response rates, even in the face of sudden and unexpected increases in calls, allowing it to achieve a 100% response rate during peak times.

▼Conceptual diagram of voice bot operation



The Company will continue to work with our client companies to further elevate their CX through DX, including the adoption of voice recognition solutions.

[About Seino Transportation Co., Ltd.]

Seino Transportation operates commercial logistics services, primarily its Kangaroo-Tokkyu-Bin Express service. Its businesses are wide-ranging, including domestic and international transport and other logistics services. Through its logistics bases and transportation networks and leveraging the Group's comprehensive capabilities, it provides the kind of high-quality services that only Seino Transportation can offer.

<https://www.seino.co.jp/en/>

[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>

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