



**Relia, Inc. now using generative AI to boost business efficiency and enhance services**

Relia, Inc. (Head Office: Shibuya-ku, Tokyo; President and CEO: Takashi Amino; hereinafter, “the Company”) has commenced use of a chat service utilizing generative AI by its 5000 employees.

Based on its Mid-Term Management Plan, the Company has integrated its Digital Services and Systems units into the DX Strategy Sector. The new Sector will play a central role in promoting three types of DX – services, operations, and corporate activities – throughout the entire company. The Company is currently verifying the latest technologies to create new services, enhance operations, and boost business efficiency. Research and development into generative AI is also making progress toward the Company’s goal of utilizing this technology in customer support scenarios\*.

As part of these efforts, generative AI has been API linked to the Company’s in-house communication tools, creating an environment where this technology can be used by employees carrying out their everyday tasks. This shift reduces the burden on employees in regard to information gathering and document creation, etc. It also creates more time for employees to formulate plans to provide even better services to client companies. Using generative AI for everyday tasks also boosts AI literacy among employees, which leads to new ideas about how to utilize AI. The Company intends to expand the use of generative AI to customer support as well as other areas of business.

This new working environment is configured to ensure that inputted data is not reused as training data for the AI. It is only accessible from the in-house system infrastructure to ensure security. The Company has stipulated its own in-house guidelines for use to create an environment where employees feel safe and secure using the system.

The Company intends to create a workplace overflowing with creative new ideas through the use of generative AI to bring new innovations to its contact center business. The benefits of using generative AI in-house will go beyond merely boosting productivity. AI will be integrated into all contact center channels to provide value-added services that consistently exceed the expectations of our client companies.

\*Relia, Inc. Press Release: The Relia Group commences R&D to integrate GPT into customer support systems

GPT version of VA to be demonstrated on the website

<https://www.relia-group.com/english/news/2023/05/001149.html>

[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, 2023)

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 Website “Relia Success” : <https://www.success.relia-group.com/english/service.html>

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