

A-02

AI Customer Service Enabled by Communication AI

Social Issues that we have focused on

Existing dialogue AI and other technologies have not been able to provide personalized responses. To solve this problem, technology that understands the individual (emotions, situation, and attributes) and technology that reflects this understanding is necessary. By employing these technologies, we are aiming to achieve a higher level of customer satisfaction.

Initiatives to resolve issues

Overview

We have developed an AI customer service system that provides support for customer behavior by combining multiple AI technologies to understand the customer's emotions, situation, and attributes, including non-verbal information, and reflect this in the customer service. We aim to improve the customer experience through this AI customer service system, as well as contribute to business expansion and efficiency.

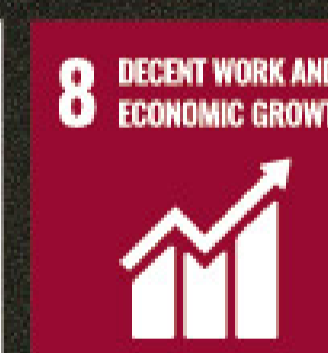
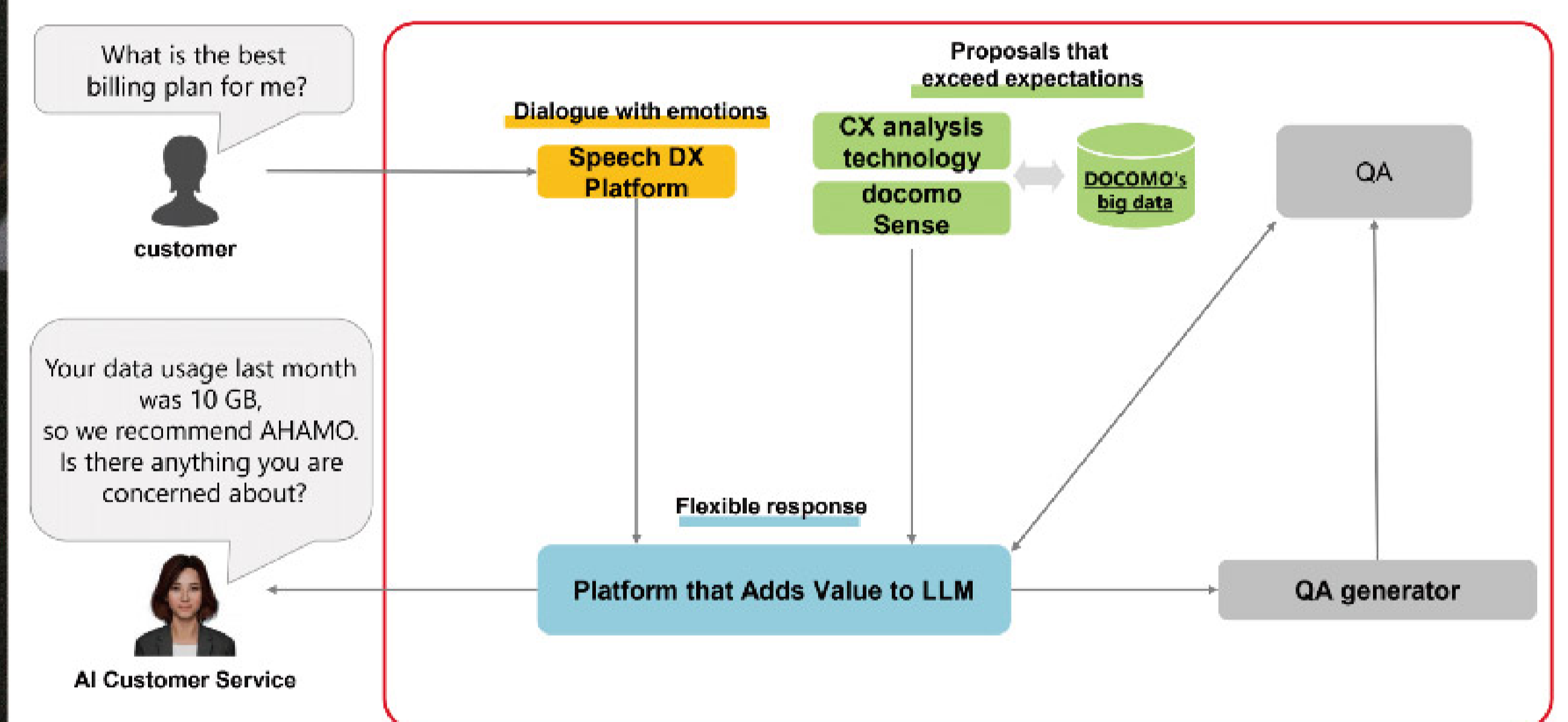
Technology to Support Initiatives

- Speech DX Platform: Estimating Customer Emotions
- CX Analysis Technology / docomo Sense: Identifying Customers' Needs
- Platform that Adds Value to LLM: Generating Responses to Customers

Figure 1 Purpose of communication AI



Figure 2 Technology assets that realize AI customer service



Communication AI enables AI customer service that is highly aware of customers' emotions, makes proposals that exceed customers' expectations, and responds flexibly to customers.

We aim to improve the customer experience and contribute to business through AI customer service.