

September 8, 2017

For General Release

Information Services International-Dentsu, Ltd.

ISiD, Studio Ousia and Norinchukin Bank Launch Demonstration Experiment of Internal Query Response System Using AI

*Responding Instantaneously to Questions in Natural Language,
Streamlining Lending Operations with World's Most Advanced Technology*

Information Services International-Dentsu, Ltd.(Head office: Minato-ku, Tokyo; President & CEO: Setsuo Kamai; “ISiD”) in collaboration with Studio Ousia Inc. (Head office:Shibuya-ku, Tokyo; Co-founder & CEO: Yasuhiro Watanabe; “Studio Ousia”)and The Norinchukin Bank (Head office:Chiyoda-ku, Tokyo; President & CEO: Yoshio Kono; “Norinchukin Bank”), launched a demonstration experiment of an internal query response system for lending operations using the QA Engine question and answer system using artificial intelligence developed by Studio Ousia.

This experiment is to verify the functional efficacy of automated responses using the QA Engine targeting past query data related to lending operations between Norinchukin Bank branches and the Head Office, as well as to evaluate the applicability to actual business from an operational perspective.

The QA Engine is a system utilizing deep learning to analyze user questions in natural language. The system can instantaneously reply with the most appropriate answer to various question phrases that differ from person to person and can be easily used without technical knowledge of machine learning. Using the targeted data as an example, the system understands that questions such as “Can I circulate the request for approval to another department?” and “I want to circulate to other departments, what should I do?” have the same meaning, thus it replies with the prepared response “Potential circulation range and procedure.”

Based on knowledge gained from the provision of financial solutions to Norinchukin Bank and several other financial institutions, in this testing ISiD provides support focused on actual operational applications, such as support for the formulation and promotion of project planning and support for the evaluation of analysis results and operations.

ISiD will promote support for the introduction of this system at Norinchukin Bank by formulating a deployment plan based on further accuracy improvements to analysis results and the current status of operations. Also, leveraging the features of the QA Engine, Norinchukin Bank and Studio Ousia will review and promote the expansion of applicable business domains.

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