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For General Release

Information Services International-Dentsu, Ltd.

ISID Launches Provision of Full Cloud-Type Contact Center Solution for Financial Institutions Using Amazon Connect and Salesforce Service Cloud As a First Step, Development of System for SBI Sumishin Net Bank is Underway

Information Services International-Dentsu, Ltd. (Head Office: Minato-ku, Tokyo; President, CEO & COO: Ryoichi Nawa; hereinafter, “ISID”), announces it has launched the provision of a full cloud-type contact center solution for financial institutions using voice platform cloud service Amazon Connect, which Amazon Web Services (hereinafter “AWS”) launched provision of in the Tokyo region in December 2018, and Salesforce Service Cloud (hereinafter “Service Cloud”), which is a cloud-based service platform provided by Salesforce, the global leader in CRM.

As the first step toward introducing this service, ISID has begun development of a system for SBI Sumishin Net Bank, Ltd. (Head Office: Minato-ku, Tokyo; Representative Director, President & CEO: Noriaki Maruyama; hereinafter “SBI Sumishin Net Bank”), which is planned to commence operation in December 2019. SBI Sumishin Net Bank will be the first Japanese bank to introduce a contact center system that manages response history from voice platforms such as private branch exchange (PBX) and interactive voice response (IVR). It also has a function enabling coordination with account systems, all realized using AWS and Salesforce cloud services.

Background

As a result of lifestyle changes caused by the expanded use of smartphones in recent years, the role of financial institution contact centers is undergoing substantial changes. They are becoming “central points for customer contact” that have expanded beyond the traditional provision of telephone banking functions and handling inquiries and complaints over the phone, to responding online, through email, voice chat and variety of other channels. For this reason, financial institution support for omni-channelization able to centrally manage the history of multiple channels from the standpoint of efficient operator management as well as customer experience value improvement is becoming an urgent issue.

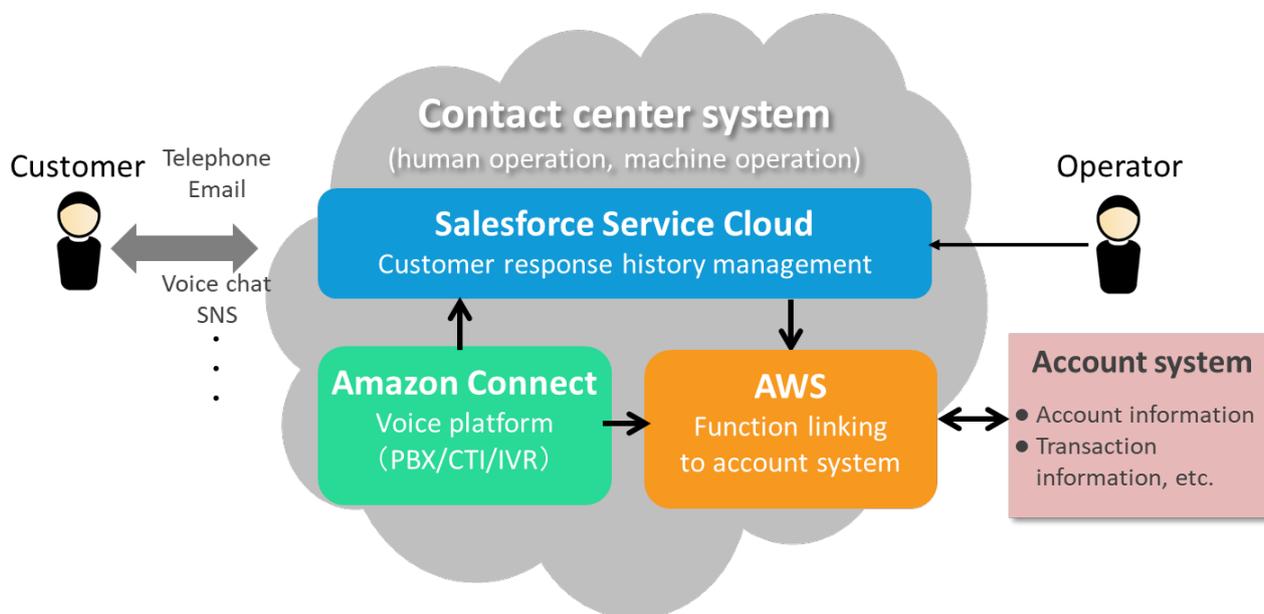
As one solution to this issue, an increasing number of financial institutions are considering cloud-based contact center systems, but these must be linked to account systems, thus they require a high-level of security, while restrictions on the laying of telephone lines makes it physically difficult to establish voice platform cloud infrastructure, resulting in this method only being partially utilized up to now.

Overview of Service Provision

This solution minimizes the burden on facility operation through the use of the Amazon Connect voice platform. Furthermore, it is a solution providing solid support for contact center omni-channelization by centrally integrating all contact history information, including telephone responses using Service Cloud.

ISID, which has successfully developed several systems using both AWS and Salesforce cloud services and possesses a wealth of knowledge in the area of financial institution contact centers, will flexibly and efficiently realize the creation of full-cloud contact centers by optimizing overall system design and introduction processes including coordination with account systems.

Overview of Solution



About the System Being Developed for SBI Sumishin Net Bank

For SBI Sumishin Net Bank, which has high customer satisfaction due to its easy-to-use and attractive services as an online bank, the contact center is positioned as one of its most important customer contact points. SBI Sumishin Net Bank selected this solution after decided to upgrade its contact center system with the aim of further increasing customer experience value.

Shingo Sato, an SBI Sumishin Net Bank supervisor and project leader for the system upgrade, commented as follows.

“We strongly believe that Amazon Connect and Salesforce Service Cloud will lower IT maintenance costs and enable us to enhance the level of contact center operations to more fully understand our customers and meet their demands better than ever before, leading to the provision of a higher level of customer experience excellence. Going forward, SBI Sumishin Net Bank will continue to maximize customer experience value through the use of cutting-edge technologies.”

Muneyuki Watanabe, General Manager of the Amazon Web Services Japan K.K. Partner Alliance General Headquarters, made the following comment.

“Amazon Web Services Japan K.K. welcomes ISID’s provision of full cloud-type contact center systems for financial institutions. Amazon Connect is a self-service cloud-type contact center creation service enabling the creation of contact centers on small and large scales quickly at a low cost. In addition, using Salesforce Service Cloud and Amazon Connect will enable the creation of contact center systems that

contribute to increasing customer experience value. We hope to further promote the introduction of this solution by leveraging the extensive introduction experience to financial institutions and knowledge possessed by ISiD.

Yasuhide Inoue, Managing Executive Officer and Head of the Alliance Division at Salesforce provided the following statement.

“Salesforce welcomes the launch of ISiD’s full cloud contact center system realizing ‘customer contact reforms’ at financial institutions. We hope that, by combining Service Cloud with ISiD’s financial industry know-how, we can propose greater customer experience value.”

For some time, ISiD has offered a wide range of solutions in the field of marketing for financial institutions, including consulting services on retail communications, system construction for contact centers and internet banking. Furthermore, with AWS and Salesforce as solution partners, we are working on system construction using advanced cloud technology. This solution combines ISiD’s knowledge in the finance, marketing and cloud fields, and offers them as an integrated solution. Through provision of this solution, ISiD will contribute to customer contact reform in financial solutions.

Contact:

<For Media Contacts>

ISiD Corporate Communications Office TEL:+81 3-6713-6100 E-mail : g-pr@isid.co.jp

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