

September 26, 2022

UT Group Co., Ltd.

"LINE AiCall" Launched at UT Group's hiring contact center To be available 24x7 for outbound and inbound calls

On September 26, UT Group Co., Ltd., which is engaged in dispatching of open-ended contract employees mainly as manufacturing workers and engineers, introduced "LINE AiCall", an AI service for phone calls provided by LINE CLOVA, at its directly operated hiring contact center. LINE CLOVA is an AI technology brand of LINE Corporation (headquartered in Shinjuku-ku, Tokyo; President: Takeshi Idezawa).



LINE CLOVA

Reasons for introducing LINE AiCall

Since the COVID-19 outbreak, many client companies in the manufacturing industry have experienced sharp fluctuations in supply and demand adjustments, which resulted in significant daily changes in the occurrence of job opportunities at manufacturing sites. In addition, UT Group's hiring contact center has been overloaded with the task of personnel adjustment, as the number of applicants exceeded 180,000¹ (a more than 50% increase y-o-y) in FY3/2022 and their calls to the center were concentrated at specific times. Moreover, UT Group needed to expand the function of the hiring contact center as an easily accessible place for job seekers to apply because the center's operators were highly needed by job seekers to support their new registration and setting up of appointments for interviews.

In light of these circumstances, we have decided to introduce LINE AiCall for assisting the operators' outbound² and inbound³ work.

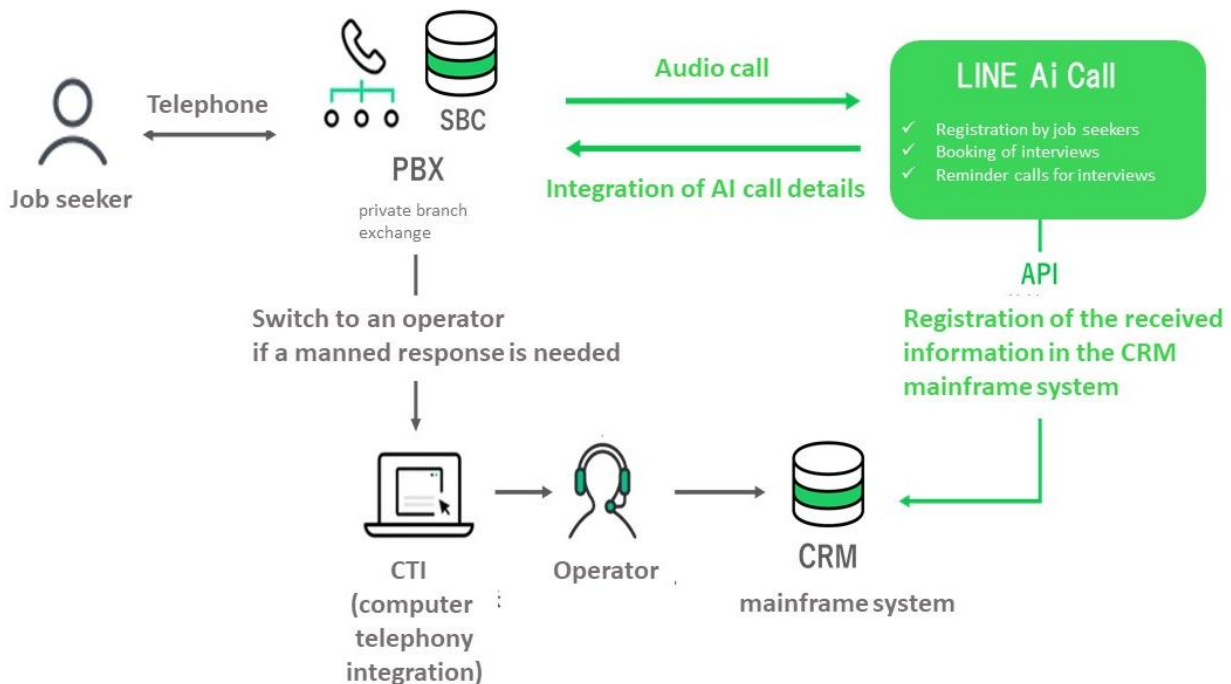
Before introducing LINE AiCall at the hiring recruiting contact center, we conducted a survey of job seekers and verified its effectiveness through trial use. As we found the following effects, we decided to adopt it.

- Stress-free responses with high-quality AI voice prompts allow job seekers to smoothly make applications and enable a high level of customer experience.
- An improvement in the response rate, such as a reduction in waiting time during busy periods, can be expected.
- For job seekers who are not comfortable talking with manned operators, the psychological burden of making a call can be reduced.

What to expect from the adoption of LINE AiCall

A well-balanced hybrid operation of manned operators and AI in conjunction with the CRM system will minimize the impact on the shifts of manned operators and help realize a contact center that enables job seekers to wait for less time than before. LINE and UT Group aim to provide a 24/7 service, which is in high demand from job seekers, and to further improve convenience for job seekers through this initiative.

- A well-balanced response by LINE AiCall and manned operators to ensure quality, productivity and a number of appointments to satisfy the telephone needs of job seekers
- Seamless transfer from LINE AiCall to manned operators
- Use of LINE AiCall log data for quality, productivity, and VOC improvement activities



Notes

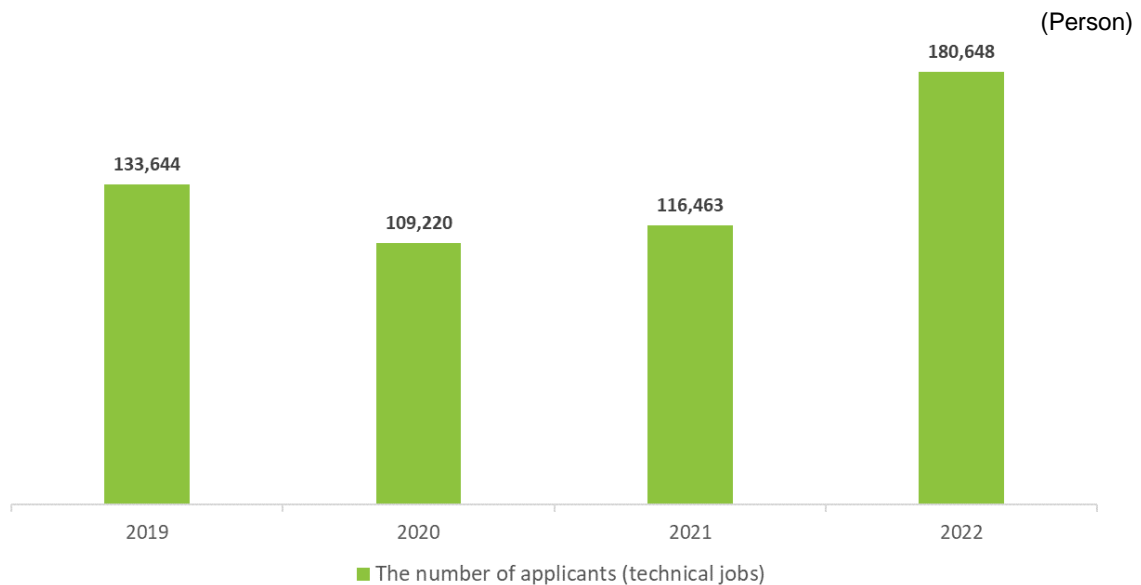
1: The number of applicants (technical jobs): 180,648 in FY3/2022 and 116,463 in FY3/2021

2: Outbound work: The work of an operator at the hiring contact center to call job seekers

3: Inbound work: The work of an operator to receive calls from job seekers at the hiring contact center

(For reference)

Number of applicants for UT Group’s technical employees



About LINE CLOVA

LINE CLOVA is LINE's AI technology brand that provides technology and services to society. Through the use of AI technologies and services such as character recognition, image recognition, video analysis, speech synthesis, and speech recognition, LINE aims to create a more convenient and richer world by eliminating the inconveniences of everyday life and business, and by improving social functions and quality of life. AI technology can be used to stay close to people, support them, and reduce their burden. "People-friendly AI" will create "the norm of the future" that will become a natural part of daily life and business.

<https://clova.line.me/> (only in Japanese)

About LINE AiCall

LINE AiCall is a solution that provides a natural AI interaction response to users’ requests and achieves their objectives, by combining LINE CLOVA's AI technology with CLOVA Speech (speech recognition) and CLOVA Voice (speech synthesis), and a speech control mechanism. It is being used by the government, food and beverage shops, and various contact centers.

<https://clova.line.me/line-aicall/> (only in Japanese)

Company Outline

Company name: UT Group Co., Ltd. (listed on the Prime Market of the Tokyo Stock Exchange)

Website: <https://www.ut-g.co.jp/english/>

Location: Denpa Bldg. 6F, 1-11-15 Higashi-Gotanda, Shinagawa-ku, Tokyo 141-0022

Representative: Yoichi Wakayama, President, Representative Director & and CEO

Founded: April 2, 2007

Capital: 680 million yen

Business: Dispatch and outsourcing of permanent employees in manufacturing, design and development, construction, and other sectors

Number of employees: 48,163 (Consolidated; as of March 31, 2022)

End

[For inquiries]

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