

FOR IMMEDIATE RELEASE

March 3, 2023

Company Name: **Leopalace21 Corporation**
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Notice Concerning Introducing AI-powered Speech Dialog System and Chatbot Tool with AI: Materialize Quicker Service Provision for Tenants by Use of Voicebot and Chatbot

Leopalace21 Corporation (Headquarters: Nakano-ku, Tokyo; President and CEO: Bunya Miyao; the “Company”) announced that it introduced PKSHA Voicebot, an AI-powered speech dialog system, and KARAKURI chatbot, a tool with use of AI on February 27, 2023.

The Company operators have mainly handled inquiries so far, which sometimes made it difficult for the tenants to get in touch with the operators during busy times. The use of AI technology enables the Company to respond to tenants' inquiries quickly and accurately 24 hours a day, 7 days a week.

Voicebot: How it works



Chatbot: How it works

Frequently Asked Questions in the website



Clicking the button activates Chabot.

Screen supported by Chabot



■ Background and Objective

The Company has been implementing a variety of initiatives for realizing effortless apartment hunting, such as web-based customer service and web-based room viewing, which allow the customers to find an ideal room without visiting a leasing sales office, and for installing smart locks which eliminate the need to visit a leasing sales office to pick up keys after signing a rental agreement, and for offering *Leo-sign*, an electronic contract management system for corporate customers. The Company has been promoting the DX Strategy, which was published on August 5, 2022, to realize the Company's DX vision of creating new value by offering advanced solutions for meeting people needs and expectations through DX.

Although tenant support tools such as FAQs and inquiry forms are available, there were certain issues in responding to tenants' inquiries in terms of stable promptness and the relevance of FAQs.

As a result of introducing PKSHA Voicebot and KARAKURI chatbot, the Company aims to resolve those issues to improve the tenants' convenience.

■ Outline of services

Voicebot is activated by the tenants' telephone calls. Using speech recognition technology, AI natural language processing technology and speech synthesis technology, the system can understand the query, derive an appropriate response, and read it out loud as text. Depending on the situation, the operator will also provide a secondary response.

Chatbot will handle inquiries from the website and interact with text; it can be linked to FAQs to provide most relevant answers.

At the moment, both services are available in Japanese language only.

■ Effects of the new services introduction

- Quicker response time and more efficient operation

The use of voicebot and chatbot enables automatic answering, which improves the speed of responding to tenants' inquiries and provides most relevant answers.

- Service without interruption in the event of an emergency

Automatic answering by voicebot and chatbot ensures quick tenant support at any time. It is robust enough to work in an emergency including disasters and it can also strengthen BCP measures.

■ Future outlook

The system will accumulate learning data to improve response accuracy, once in operation. The Company will in the future consider expanding the scope of service to include support for new customers looking for a room, as well as responding to inquiries from the tenants.

In addition, the data accumulated through the voicebot and chatbot can be analyzed to understand trends in the content of inquiries and the requests of tenants. By clarifying areas for service improvement through data analysis, the Company will also work to improve and enhance the quality of the services.

■ Comment by PKSHA Communication Inc. (Mr. Terukazu Matsuda)

We are pleased to help Leopalace21 promote its DX strategy in expanding its tenant services through PKSHA Voicebot with its high voice recognition capability. By working with Leopalace21 which holds the industry knowledge, we can create a new example of customer experience in the rental apartment market, where the tenant inquiries are always responded to and guided to a solution from their viewpoints in case of an emergency. PKSHA Communication is committed to providing value through social implementation of AI SaaS, while facing industry-specific challenges, based on the PKSHA Group's vision of 'co-evolution of people and software'.

■ Comment by KARAKURI Inc. (Mr. Keita Mukaigawa)

KARAKURI provides DX solutions including AI-assisted chatbot with the purpose of 'Empowering Customer Support'. The introduction of the chatbot will not only enable automated response 24 hours a day, 7 days a week, but also in the future one-to-one customer service by linking with customer data, and service improvement by utilizing VoC data. We would like to be a pioneer in digital customer service in the real estate industry, together with Leopalace21 pursuing its DX strategy.

■ Leopalace21's Leasing Service Website

<https://en.leopalace21.com/>

■ Corporate Profile

Leopalace21 Corporation

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Head Office Address: 164-8622 2-54-11, Honcho, Nakano-ku, Tokyo
Representative Director: Bunya Miyao, President and CEO
Corporate Website: <https://eg.leopalace21.co.jp/>

PKSHA Communication Inc.

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Unosawa Tokyu Building, 7F
Representative Director: Tetsuya Sato
Corporate Website: <https://com.pkshatech.com/company/> (only in Japanese)

KARAKURI Inc.

Established: October 3, 2016
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CAMEL Tsukiji 2, 5F
Representative Director: Simon Oda, CEO
Corporate Website: <https://about.karakuri.ai/> (only in Japanese)