

PRESS RELEASE

To all members of the press



August 8, 2023

dip Corporation

Over 200 Chat GPT prompts installed, 250 ambassadors on site

Company-wide project team 'dip AI Force' launched.

~Promoting the use of AI throughout the company to improve productivity~

dip Corporation (hereinafter referred to as "dip") has launched 'dip AI Force', a company-wide project team to pursue improved productivity through the use of AI. The team will open its database to all ~3000 employees, giving them access to more than 200 prompts (*1), bringing full-scale AI utilization to the field and improving productivity.



What is 'dip AI Force'?

This organization promotes the use of AI based on the concepts of "leadership from the front line," "speed," and "company-wide adoption". The organization has 250 ambassadors (*2) trained in AI utilization across departments, including sales, planning, development, etc., and aims to improve productivity through the quick deployment of AI to the field.

With the launch of "dip AI Force," we will continue our efforts to improve productivity through the appropriate use of AI and maximize its potential to realize a society where everyone can feel joy and happiness in their work.

The system reduces the amount of time spent on drafting manuscripts and other clerical work, which accounts for about 60% of the workload of salespeople. The goal is to improve the quality of business

negotiations and increase sales productivity by 1.8 times (*3) over the coming three years.

(*1) Input text and instructions given to the AI system, and the framework of information and requirements to be conveyed.

(*2) Employees promoting the use of generated AI in sales, planning, development, and other fields, collecting prompts and resolving uncertainties in the field to facilitate promotion.

(*3) Our human resource services (media business) is targeting the fiscal year ending February 2027.

■ Specific Efforts

▼ Create an environment conducive to the use of AI

(1) Establishment of guidelines for use

In addition to strictly handling confidential information such as personal data and customer information, we keep abreast of regulations and the latest trends in the use of AI and review our internal rules and guidelines on a progressive basis.

(2) Subsidies for expenses

We subsidize the cost of AI tools such as Open AI's Chat GPT so that all employees can use them.

(3) Establish an education system for all employees

We have developed in-house AI educational content in line with our business operations and provide online training. We also provide video guides for the use of various AI tools.

▼ Utilization/promotion in the field

(4) Create a database of over 200 prompts and make it available to all employees

We have created our own AI portal page utilizing the database function of the multi-functional document tool "Notion". We have created an environment where on-site employees can search for prompts that suit their purposes and use them immediately.

We have also set up a Slack-bot for GPT-4, and all employees are using and promoting the use of generative AI in an open space.

(5) Manuscript preparation

We are creating prompts that will allow employees to describe the job conditions, work environment, etc. required for job postings. We aim to further improve the accuracy of matching by making it possible to create more targeted job postings by directing the selection of expressions, etc. to better match the content of the job posting to the target audience.

(6) Promote development that meets the challenges of specific sectors

Increasingly, there is a need for development adapted to department-specific operations, such as AI for

internal FAQs, automation of code generation/code review, and automation of minute taking. Six projects related to such specific operations are underway to develop highly convenient systems. Regarding the integration of AI to in-house FAQs, development is underway in collaboration with Alsaga Partners Corporation (*4), and we plan to start utilizing the system by September.

(*4) <https://www.arsaga.jp/>

■Background

The Japanese labor market faces many challenges, including a serious labor shortage due to a declining birthrate and aging population, as well as a decline in labor efficiency due to slow utilization of digital technology.

Since 2016, we have operated one of Japan's largest websites dedicated to AI, "AI NOW" (*5), implemented an AI startup support program, "AI Accelerator," and invested in more than 20 startups through "dip Labor Force Solution Fund. We have also been implementing AI-related initiatives in our own business. In 2019, under the vision of becoming "Labor Force Solution Company", in addition to our personnel recruiting services business including the job information site "Baitoru", we launched the DX business to promote operational efficiency at our client companies, aiming to solve various issues in the Japanese labor market.

In April 2023, we started the development of the "AI agent business" (*6), which will greatly expand the possibilities of job creation by utilizing generative AI, and concurrently, we established the 'dip Technology Research Institute' for early practical application. With Mr. Kazuto Ataka, a leading expert in data strategy as an advisor, we are conducting joint research in collaboration with Matsuo Research Institute Co., Ltd., a company that utilizes the results of the University of Tokyo's Yutaka Matsuo Laboratory, which specializes in AI strategy. With the launch of the "dip AI Force," we will continue our efforts to realize a society in which everyone can feel joy and happiness in their work, aiming to improve productivity by maximizing its potential as well as promoting DX and making appropriate use of AI.

(*5) <https://ainow.ai/> (in Japanese)

(*6) <https://www.dip-net.co.jp/news/1898> (in Japanese)

Company Profile

We operate human resource services and DX businesses under the vision of becoming a "Labor force solution company", aiming to realize a society where everyone can feel the joy and happiness of working by solving various problems in the labor market. Based on our corporate philosophy "We, dip, will improve society with our dreams, ideas, and passion," we will contribute to the realization of a sustainable society through our business activities.

Company name: dip Corporation

Representative: Hideki Tomita (President and CEO)

Head Office: 31F Roppongi Grand Tower, 3-2-1 Roppongi, Minato-ku, Tokyo

Phone: 03-5114-1177 (main)

Established: March 1997

Capital: 1,085 million yen (as of the end of February 2023)

Number of employees: 2,925 (full-time employees as of April 1, 2023) *Excluding contract, part-time and temporary employees

Business activities: Operation of job information sites "Baitoru", "Baitoru NEXT", "Baitoru PRO", "Hatarako.net", nurse career change support service "Nurse de Hatarako", etc., development and provision of DX service "KOBOT", etc.

Stock exchange listing: Tokyo Stock Exchange (Prime Market)

Net sales: 49.3 billion yen (FY02/2023)

URL: <https://www.dip-net.co.jp/en>

For inquiries regarding this release, please contact

Public Relations Department, dip Corporation

tel: 03-6628-4070

e-mail: info@dip-net.co.jp