

## **A First for a Japanese Airline: Peach to Start Using AI to Offer Customer Service in Seven Languages Boosting customer satisfaction with innovation**

- **Automated chat response service offered in the seven languages spoken at Peach destinations**
- **Improved responses for inquiries from foreign customers**
- **Realizing work reform by leveraging AI**

**Osaka 30 January, 2018** - Peach Aviation Limited (“Peach”; Representative Director and CEO: Shinichi Inoue) has announced that its customer response service on the Peach website, the automated response system “Desse<sup>\*1</sup>” provided by SCSK ServiceWare Corporation (“SCSK ServiceWare”; President and Representative Director: Hideki Tazai) which is dedicated for chats through the use of AI and has been offered in Japanese, has now become available in all the languages spoken at Peach destinations (Japanese, English, traditional and simplified Chinese, Cantonese, Korean, and Thai).

This will be the first time that automated chat features that leverage AI and are available in seven languages, including Japanese and English, will be offered by an airline in Japan.

Peach introduced “Desse” for its automated Japanese chat feature on its website in a bid to improve its customer responses in November 2013 and began offering an automated response service for questions received from customers on its website. With a backdrop of rapidly increasing inbound demand in recent years in line with the expansion of its international routes, Peach has revamped “Desse” in a major way to offer smooth responses for customer inquiries from Asia and is now offering service in all the languages that are spoken at its destinations.

The system accumulates patterns of questions that are received from customers through their smartphones or PCs as data which may be periodically reviewed and analyzed to improve the quality of Peach’s customer responses in a continuous manner.

Out of approximately 100,000 inquiries received in seven languages during a trial month period (between Dec. 22, 2017 and Jan. 24, 2018), the system was able to offer automatic responses for 87%<sup>\*2</sup> of the queries. The automated chat feature uses AI and also contributes to workstyle reform by improving work efficiency, including a reduction in the number of hours worked by operators at the Contact Center.

Peach and SCSK ServiceWare will continue to push forward their innovation leveraging AI as they aim for further improvements in customer satisfaction.

\*1 “Desse” is a web agent that was developed by SCSK Corporation which uses AI for dialogue.

Web agent “Desse” for dialogue through AI: <https://www.scsk.jp/product/common/desse/>

\*2 Remaining 13 percent handled by human operators.

<Reference information>

■Diagram showing general concept



(URLs for your reference)

Japanese: <https://support.flypeach.com/hc/ja>

English: <https://support.flypeach.com/hc/en-us>

Chinese (traditional): <https://support.flypeach.com/hc/zh-tw>

Chinese (simplified): <https://support.flypeach.com/hc/zh-cn>

Korean: <https://support.flypeach.com/hc/ko>

Cantonese: <https://support.flypeach.com/hc/cs>

Thai: <https://support.flypeach.com/hc/th>

About Peach (www.flypeach.com)

Peach began its services in March 2012 with Kansai Airport as its hub. It established Naha Airport in July 2014 and Sendai Airport in September 2017 as secondary hubs. It currently flies 20 aircraft on 14 domestic and 14 international routes, operating a maximum of more than 100 flights daily and servicing more than 13,000 passengers. Peach is planning to open a route between Osaka (Kansai) and Niigata on March 1<sup>st</sup> and Osaka (Kansai) and Kushiro on August 1<sup>st</sup> 2018 and will also be setting up Shin-Chitose Airport as a hub during FY 2018.

About SCSK ServiceWare (www.scskservice.co.jp)

SCSK ServiceWare combines IT and work tasks to offer BPO services including functions as contact center, technical support, helpdesk, and back office duties to various industries. It envisions new values together with its customers to create a future that is filled with dreams.