Demonstration Trial Starts for Use of Generative AI at the iBss Call Center

Japan System Techniques Co., Ltd. (JAST) has started a demonstration trial concerning the use of the Microsoft Azure OpenAI Service for internal business processes involving the Insurers Business Support System (iBss), which is a business process support system for health insurers. JAST started providing this system on October 1, 2020 as a solution for improving the efficiency of health insurance operations. The details are as per attached.

This matter will have only a negligible effect on JAST's consolidated results of operations in the fiscal year ending March 2024. An announcement will be made promptly if there is any additional information that should be disclosed.

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Japan System Techniques Co., Ltd.

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■ **Summary of the Demonstration Trial**

JAST started iBss in response to requests from health insurance organizations for assistance for the use of ICT in their business processes. Centered on an internet validation system, iBss is currently used by numerous health insurance organizations. At call centers of health insurers, there are problems involving differences in the quality of summaries of customer interactions of individual operators and concerning the rising cost of these operators.

As one step to improve efficiency and maintain a consistent level of quality, JAST has started a demonstration trial concerning the use of the Azure OpenAI Service for JAST's operations at its iBss Call Center. The goal of the test is to confirm that it is possible to uses text data (note 2) produced from past call center conversations for the production of generative AI (note 3) call center conversation summaries.

As progress with this trial continues, JAST will announce information about the results, activities concerning the practical use of AI and other matters involving the trial.

The demonstration trial started on November 1, 2023 and JAST plans to perform an intermediate evaluation of the trial in March 2024.

■ **Upcoming Activities**

JAST will use this demonstration trial to determine many ways to use generative AI while identifying the types of tasks where this AI can be used effectively and establishing guidelines for the use of generative AI. In addition, JAST plans to further upgrade the portal site for policyholders, which has earned an excellent reputation, and the business process support system for health insurers. The goal is even greater convenience for both health insurance policyholders and providers.

JAST also plans to using iBss in more ways as part of activities for enabling health insurers to use and benefit from the digital transformation.

Note 1: Azure OpenAI Service

Azure OpenAI Service is a cloud-based service of Microsoft that is used by a large and growing number of companies. Companies can use the Microsoft Azure cloud computing platform to utilize a ChatGPT customized for their own requirements and use generative AI in a safe internal environment.

Note 2: Text data

Text data produced during this demonstration trial will not use any personal information or information that could be used to identify a specific individual.

Note 3: Generative AI

Generative AI is artificial intelligence that learns from training data in order to generate high quality text, images and other content.

■   **Inquiries**

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