Demonstration Experiment of Utilizing AI in Creating Sales Opportunities from Bank Negotiation Records

Fincross DIGITAL Co. Ltd. (President: Masaki Itoh) hereby announces that it has commenced demonstration experiments of utilizing natural language analysis leveraging AI (the AI Solution "Knowledge Probe" by FRONTEO) to create sales opportunities, along with 6 banks from the Fincross Partnership*, The Senshu Ikeda Bank, Ltd. (President: Atsushi Ukai), The Gunma Bank, Ltd. (President: Akihiko Fukai), The San-In Godo Bank, Ltd. (President: Toru Yamasaki), Shikoku Bank, Ltd. (President: Fumiaki Yamamoto), The Chiba Kogyo Bank Ltd. (President: Hitoshi Umeda), and Tsukuba Bank, Ltd. (President: Masahiko Ikuta).

*The Fincross Partnership is an alliance between eight regional banks (The Senshu Ikeda Bank, Ltd., Kiraboshi Bank, Ltd., The Gunma Bank, Ltd., The San-In Godo Bank, Ltd., Shikoku Bank, Ltd., The Chiba Kogyo Bank Ltd., The Tsukuba Bank, Ltd., and The Fukui Bank, Ltd.) aimed at jointly conducting research and development for digitization of operations.

Notes

1. Background/Circumstances

At banks, a massive amount of negotiation records are being created every day in order to grasp the details of new and ongoing transactions and leverage them in future transactions, but the amount time and effort that are required to examine all of these records to discover opportunities for new proposals are overbearing, and the inability to utilize these negotiation records to their full potential has been an issue. This time, we have decided to begin joint demonstration experiments to discover sales opportunities from negotiation records through the use of AI.

2. Characteristics of this Model

(1) It will allow us to prevent overlooking sales opportunities that were missed (or could not be discovered) by sales representatives, discovering them through the analysis of contexts in negotiation records.

(2) It will allow us to generate new business opportunities by discovering potential client needs from negotiation records and contributing to solving their issues.

[Reference] Model and vendor for demonstration experiment

Model for Demonstration Experiment	Vendor/Developer of Model
AI Solution "Knowledge Probe"	FRONTEO, Inc. (Meisan Takahama Building, 2-12-23 Konan, Minato-ku, Tokyo)

3. Expected Results from the Demonstration Experiment

(1) Improved efficiency in the checking process, achieved by the AI checking negotiation records from a given period of time and assigning scores according to the potential of items leading to sales opportunities.

(2) Improvement in the ability of sales representatives to recognize and discover potential transactions, achieved by reviewing the sales opportunities that the AI identifies.

(3) Broadening of opportunities to support customers in ways that regional banks are being required of, such as business succession or mergers and acquisitions.

4. Schedule Going Forward

Timing of System Launch	Process
Late March 2021	Completion of demonstration experiment
Late March 2021	Assessment of experiment results
Beyond April 2021	Examination of commercialization potential

The member banks of the Fincross Partnership will continue to collaborate in proactively utilizing digital technologies to augment banking businesses and customer convenience.

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