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ExaWizards Inc.
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ORIX Life Insurance Implements “exaBase Role Playing” AI Avatars for Effective Training

– Harnessing AI for Assessment and Feedback at New Employee Call Center Training,
Reducing Senior Trainers’ Workload by 40% –

ExaWizards Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Makoto Haruta; hereinafter “ExaWizards”) is pleased to announce that ORIX Life Insurance Corporation (Headquarters: Chiyoda-ku, Tokyo; President: Kazunori Kataoka; hereinafter “ORIX Life”) has adopted “exaBase Role Playing.” exaBase Role Playing is a service that uses AI avatars to conduct scenario-based role-playing and provide quantitative evaluations. By introducing this solution to their call center operations, ORIX Life expects to train and assess new employees to consistent standards and reduce the burden on veteran trainers by 40%.



Every April, ORIX Life conducts training for new employees assigned to the call center department. Call center agents must respond to customer requests with accurate and courteous language, which previously required ORIX Life to assign five or more senior employees as their instructors for two months. But now, ORIX Life is using ExaWizards’ exaBase Role Playing to conduct 40% of its role-play training, marking the first use of AI role-play in life insurance call center operations among ExaWizards’ clients and setting a precedent within the industry.

☑Key Features and Usage of exaBase Role-Play

(1) Custom Scenario Development

The AI references ORIX Life’s accumulated knowledge and pre-established call scripts within its call center environment. “NG words” (inappropriate expressions) are defined in advance to ensure they can be identified and flagged.

(2) Free Conversation with AI Avatars

While the AI avatar's gender and age can be freely set, ORIX Life has prepared new avatars simulating typical customer profiles for this initiative. Examples include "customers in a hurry" and "customers who want to discuss matters at length."

(3) Uniform Personnel Assessments

Role-play performance is scored out of 100 points based on predetermined criteria. AI provides individual feedback, helping trainees internalize areas for improvement and increasing their motivation. The system also checks for proper use of polite language and the presence of unnecessary filler words.

(4) Monitoring Training Progress

Administrators can track each trainee's progress—how far they have advanced in the role-play training, whether they meet performance standards, etc.—all in one view. The system also records text and video of each trainee's interaction.

For more details on exaBase Role Playing, please visit the site below (Japanese).

<https://exawizards.com/exabase/roleplay/>

【ExaWizards Corporate profile】

Company name: ExaWizards Inc

Location: 4-2-8 Shibaura, Minato-ku, Tokyo, 5F

Established: February 2016

Representative: Makoto Haruta, Representative Director & President CEO

Business: Industrial innovation and resolution of social issues via AI service development

URL: <https://exawizards.com/>

<Media Contact>

ExaWizards Inc. Public Relations: publicrelations@exwzd.com