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ExaWizards Inc.
(TSE Code No.4259)

Japan Post Insurance Implements “exaBase Role Playing” AI Avatars for Employee Training

— Improving corporate sales skills and encouraging self-directed learning —

ExaWizards Inc. (Minato-ku, Tokyo; President & CEO: Makoto Haruta; hereinafter “ExaWizards”) has announced that Japan Post Insurance Co., Ltd. (Chiyoda-ku, Tokyo; President and Representative Executive Officer: Kunio Tanigaki; hereinafter “Japan Post Insurance”) has adopted “exaBase Role Playing.” This service uses AI avatars for role-playing based on predefined scenarios and provides quantitative evaluations. This tool will be introduced in May 2025 to training programs for new employees of the Corporate Sales Division and will eventually be implemented across all branches to strengthen sales capabilities.



**Japan Post Insurance
Implements
“exaBase Role Playing”
AI Avatars for Effective
Employee Training**

Japan Post Insurance faces challenges in delivering effective training to their large number of sales representatives and new hires. To address this issue, the company decided to adopt exaBase Role Playing, complementing training provided by educators with the power of AI and digital transformation (DX). The tool provides an environment where sales representatives can acquire the skills they need and foster self-improvement.

Japan Post Insurance boasts an extensive network of over 20,000 channels nationwide, focusing on both individual customers and corporate clients.

☑ Key Features and Applications of exaBase Role Playing

1. Customizable Scenarios

exaBase Role Playing leverages AI to reference Japan Post Insurance's accumulated customer interaction expertise and pre-existing scripts, creating dialogue scenarios that simulate real-world business negotiations. For instance, it allows users to practice making appropriate proposals during customer meetings or in securing the next step of the process. Scenarios also include strategies for securing appointments with targeted customers.

2. Conversations with AI Avatars

AI avatars can be customized for gender and age. Japan Post Insurance has expanded its functionality to design avatars tailored to represent customers from various industries.

3. Standardized Evaluations for Sales Representatives

Role-playing results are evaluated on a 100-point scale based on predefined criteria. The AI also provides individualized feedback, allowing each sales representative to internalize their areas for improvement and stay motivated to enhance their skills.

4. Monitoring Training Progress

Managers can track the progress of new employees in role-playing training. Text and video records of responses during the training sessions are also available for review.

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

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

【ExaWizards Corporate profile】

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Established: February 2016

Representative: Makoto Haruta, Representative Director & President CEO

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

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