Efforts in Solutions and Services

We offer customers one-stop solutions for their now and future.

Activity in Solution & Service Business

We, Fujitsu Frontech, live up to customer's expectations by one-stop solutions combining with hardware, software and services, based on experiences we have had through products development and manufacture in mission-critical areas such as financial, retail, industrial and public.

Moreover, we define cutting-edge technologies such as "Palm Vein Authentication" and "UHF band RFID" as "core technologies" bringing digital reformation to the front-end of customers. And, by aspiring to develop more advanced technologies, we will offer solutions and services creating new values for customer's business.

Introduction: FUJITSU Retail Solution TeamConnect

TeamConnect is our service that AI chatbot responds to a variety of inquiries from customer's shops 24 hours a day and 365 days a year.

By linking enterprise system of customers with this AI chatbot, various procedures can be done automatically.

[Image of the Service]
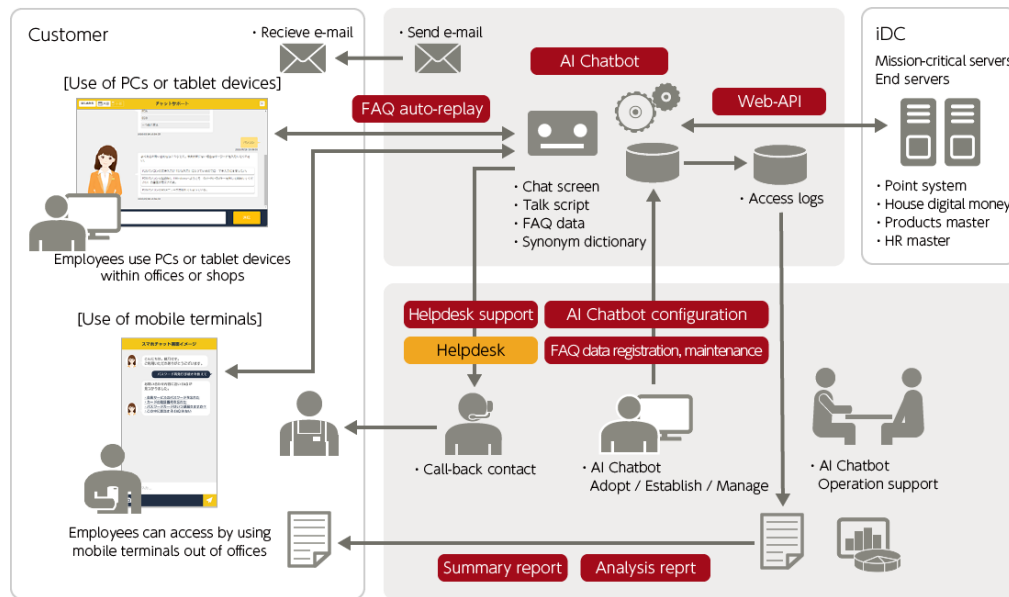
Case Study: FRESTA Co., Ltd (Adoption of Chatbot on Website)

FRESTA Co., Ltd, a supermarket company, running a business mainly in Hiroshima Prefecture, adopted this AI chatbot on both its corporate website and EC website in February 2022. The adopted AI chatbot let come true, both operational guidance and automatic response to customers who visit on the websites.

■ **Background**

Before adopting the AI chatbot, FRESTA has been considering some issues like response to inquiries increased due to renewal of its corporate and EC website, prevention of conventional customers leaving and acquisition of new customers.
As a result, under the circumstance of serious labor shortage, FRESTA decided to try to adopt the AI chatbot, aiming to reduce the number of calls from customers.

■ **Issues before introduction**
▸ Accompanied by renewal of EC website and adoption of mobile application, it was estimated that inquiry calls would increase. (e.g.: inquiry about password reset etc.)
▸ Increase of sales on EC website and users

■ **Effectiveness after introduction**
▸ The automatic inquiry system for visitors on EC website could curb the increase of calls, owing to its Q&A services 24 hours a day and 365 days a year.
▸ Also established the push notification system to send customers on EC website the information on events and recommendable products, to enhance sales capabilities.

Screen image of "AI Chatbot" (Japanese text)

Contributable factors to SDGs:

8 DECENT WORK AND ECONOMIC GROWTH	Solve issues of staff shortage in shops and call center.
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	Tool of infrastructure in a retail sector.