

To all members of the press

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R Interactive Pte.
Ltd.

The AI system "R-PLACE" was developed to dispatch service staff locally based on 86 elements

Quickly respond to customer problems by utilizing AI

R Interactive Pte. Ltd. developed its own AI system, "R-PLACE," a one-stop service system that performs everything from determining the service staff who can reach the customer in the shortest possible time to contacting the customer.



1. Issues faced prior to automation

When call center staff dispatched the service staff, they sometimes failed to dispatch the most suitable service staff due to the uneven knowledge and experience of the call center staff.

In addition, there are many processes involved from the time the call is received to the time the service staff is contacted, making it difficult to focus on the customer's call and creating a time delay before the service staff is dispatched.

2. Development of a system in which the AI automatically dispatches the most suitable service staff to handle the problem in the shortest possible time

In order to solve these issues, R Interactive Pte. Ltd. developed an original AI system, "R-PLACE," which performs all processes from determining the service staff to be dispatched to contacting them on a one-stop basis, and began its operation at R Interactive Co., Ltd.

"R-PLACE" learns from cases it has previously handled and analyzes each service staff member's areas of expertise, personality, work hours, and others.

In addition, the system was designed so that real-time data such as the location of service staff and road conditions can be entered and analyzed.

Using an original algorithm that analyzes a combination of qualitative and real-time data, the system automatically determines and contacts the service staff who can arrive in the shortest possible time. Furthermore, the accuracy of determining the service staff improves as the number of cases increases through deep learning.

By installing "R-PLACE," we expect to be able to reduce man-hours, and dispatch the most suitable service staff to meet the needs of our customers who require immediate attention.

The data mining of "R-PLACE" is also expected to enable data-driven decision making, which will help us improve our services.

"R-PLACE" is a system that uses AI to automatically determine and contact the most suitable service staff for the problem, based on data such as service staff's areas of expertise, personality, location information, and road conditions, to arrive at the customer's location in the shortest possible time.。

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