

The background is a dark, textured surface with a network of thin, light-colored lines connecting various points. Overlaid on this network are several semi-transparent icons of call centers, each with a storefront and a phone handset. A hand is visible on the left side, holding a smartphone. The overall aesthetic is modern and technological.

Sample Report

# *Call Center Market in Japan*

Brand Anchor Japan  
powered by Tech Frontier LLC.

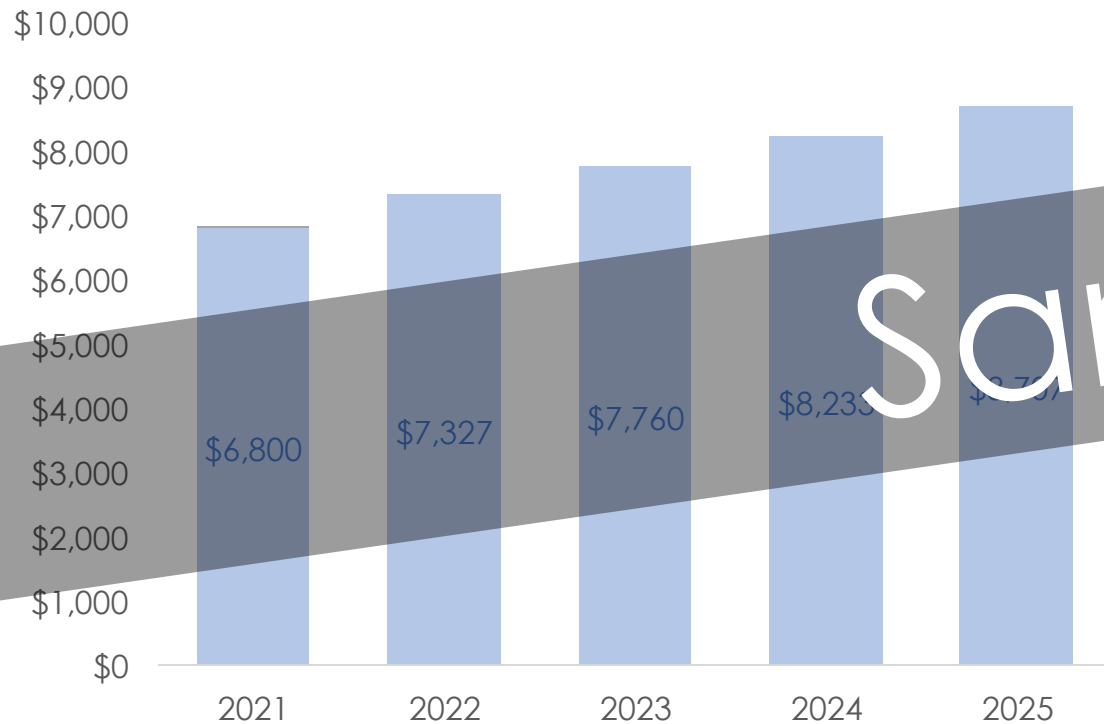
# Agenda

- 1 Japanese Call Center Market Size & Growth
- 2 Issues that call centers are facing
- 3 Features that existing players offer
- 4 Service Usage among Japanese companies
- 5 Things to consider for market penetration

# 1. Japanese Call Center Market Size & Growth

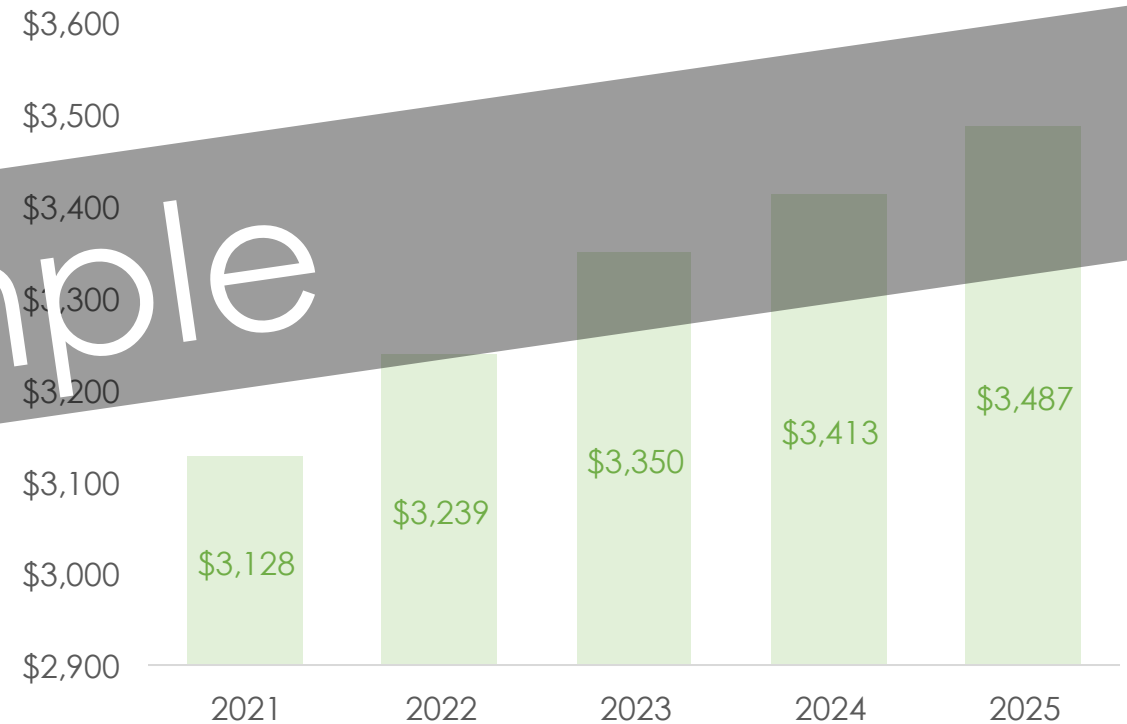
The call center market is growing with a CAGR of 8.1%, and the market of services that are catered to call centers is also growing by 2.6% annually.

### Japan's Call Center Market Size (M USD)



Japan's Call Center market is growing steadily as new services capture the demand for companies to deal with their customers

### Japan's Call Center Solutions Market Size (M USD)

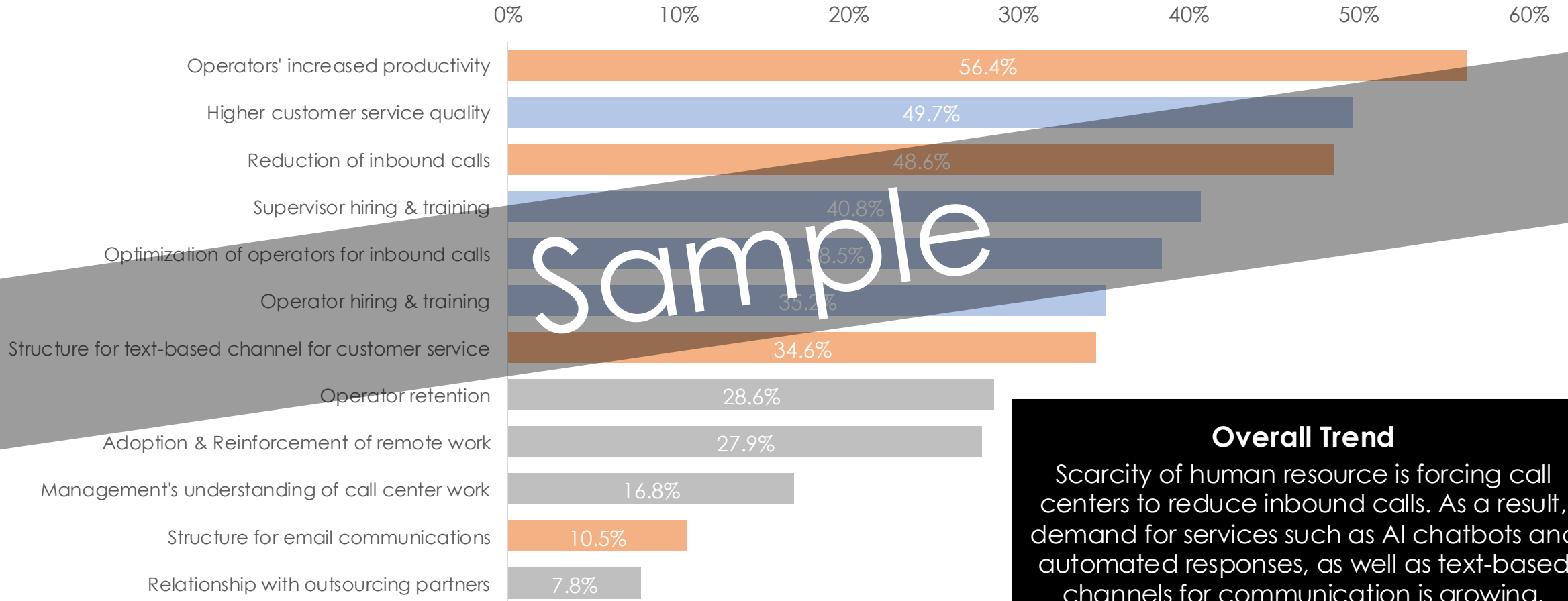


The market for vendors and solution-providers for call centers is also growing at a steady pace.

## 2. Issues that call centers are facing



The top-priority issues in call centers are higher productivity & efficiency as well as quality for customer service



**Overall Trend**  
Scarcity of human resource is forcing call centers to reduce inbound calls. As a result, demand for services such as AI chatbots and automated responses, as well as text-based channels for communication is growing.

### 3. Features that existing players offer

Competitor features  
 Client's strength

Many of the competitors in the Japanese market that provide services for call centers focus on AI-based text communication, automation & reduction of operating tasks

		Zendesk	Service Cloud	Raku Tel	FastHelp5	Decall CC	MiiTel
<b>Phone Calls</b>	Cloud-based call center development						
	Auto response						
	Real-time customer service advice						
	Analysis & evaluation of customer service						
	Analysis of customer sentiment						
<b>Text</b>	Message / chat feature development						
	AI chatbot development						
	FAQ development and automatic updates						
	Tracking / alerts/ workflow creation of emails & ca						
	Follow-up prediction after customer engagement						
<b>Operation Management</b>	Data management of customer questions & requests						
	Automatic updates on customer information						
	Reporting on overall performance & tasks						
	Support on resource allocation						
<b>Security</b>	Log management						
	Data storage, analysis, suggestions for improvent						
	Data masking & encryption						
<b>Others</b>	Lead customer list generation						
	Multi-language support						
	API integration to external systems						

Sample

## 4. Service Usage among Japanese companies

The use of foreign vs. domestic services depends mainly on client company size, but the focus so far has been on the reduction of unnecessary tasks & inbound calls

	Foreign Services (Zendesk, SalesCloud, etc.)	Domestic Services
Characteristics	<ul style="list-style-type: none"><li>Offers a wide range of features to support all the tasks within a call center</li><li>Prices are high but justified through global support &amp; branding</li></ul>	<ul style="list-style-type: none"><li>Most offer cloud-based services focused on automating specific tasks within the call center (so not comprehensive)</li><li>Prices are medium to low thus lowering the barrier for trial and usage among companies who are still transitioning</li></ul>
Users	<ul style="list-style-type: none"><li>Main users are large global companies: FUJITSU, RICOH, SONY, KIRIN, Capcom, etc.</li></ul>	<ul style="list-style-type: none"><li>Main users are small to mid-sized domestic companies, most of which only have strong presence in Japan</li></ul>
Popular Features	<ul style="list-style-type: none"><li>Automated responses through text / chat or FAQ</li><li>Automation &amp; real-time syncing of information among operators</li></ul>	
Expected Results	<ul style="list-style-type: none"><li>Reduction of operators' workload (especially the number of inbound calls)</li><li><b>Improvement on customer service quality (Unmet)</b></li><li><b>Improvement on employee engagement (Unmet)</b></li></ul>	
Issues	<ul style="list-style-type: none"><li><b>Issue 1</b> • Standardization of operator tasks is complete, but companies are struggling to improve the quality overall</li><li><b>Issue 2</b> • High churnrate is an issue industry-wide, but so far no service has been able to improve employee engagement</li></ul>	

## 5. Things to consider for market penetration

Here are some points we always cover before entering the Japan market

Points	Details
Targeting	<ul style="list-style-type: none"><li>• Understanding market segments for targeting: large vs. small to mid-sized companies / by industry (with different requirements from customers), clients vs. outsourcing</li><li>• Who should we go after? (Short-term and Long-term?)</li></ul>
Competition	<ul style="list-style-type: none"><li>• What are clients' goals and pain points for each segment group?</li><li>• What do clients appreciate the most among the features offered now? What do clients still need on top of what is being offered?</li></ul>
Unique Value Proposition	<ul style="list-style-type: none"><li>• Where is the intersection between clients' yet unmet demands and your capabilities?</li><li>• How could this value be delivered? (Is it a single feature that you could provide or a combination? What are conditions that need to be fulfilled for success?)</li></ul>
Sales Strategy	<ul style="list-style-type: none"><li>• How should we enter the market? (What is the timeline in terms of your global expansion strategy? What is your goal in terms of revenue and how much initial investment are you willing to make)</li><li>• What is the story that we should tell to our clients and whom should we partner with (if any)?</li></ul>