

March 27th, 2018
Recruit Holdings Co.,Ltd.

Recruit Invests in ScoreData, a Provider of AI Applications to Improve Customer Satisfaction Levels and Conversion Rates in Clients such as Contact Centers

Recruit Holdings Co., Ltd. (Headquarters: Chiyoda-ku, Tokyo; President and CEO: Masumi Minegishi; referenced below as "Recruit") has invested in ScoreData Corporation (Headquarters: Palo Alto, USA; CEO: Vas Bhandarkar, hereafter "Scoredata"), a provider of AI applications to improve customer satisfaction levels and conversion rates in clients such as contact centers, through its investment subsidiary RSP Fund No. 6, LLC.

1. Investment Background and Objectives

Company contact centers are an important point of interaction for improving customer engagement, but it can be difficult for agents to provide high levels of customer satisfaction at all times in response to customers' diverse requests. Scoredata offers AI applications that use internal and external data to assign customers the agent most suitable for them. As a result, the quality of service that the contact center offers improves.

Through this investment, Recruit aims to contribute to improving the performance of the company's products and provide support in increasing use of its services. Scoredata will use this funding to expand its product development and sales activities.

2. Overview of ScoreData Corporation

ScoreData uses the latest machine learning technology to build predictive models based on internal data held by the contact center, such as the caller and agent's demographic information and past interactions, as well as external data obtained by the company. These models are then used to assign customers the agent most suitable for them. In addition, the prediction model is automatically updated, allowing high precision to be maintained at all times. This service is being deployed in the financial, insurance, and IT industries, and its expansion into a variety of situations, including outbound sales, is expected in the future.



(1)	Company name	ScoreData Corporation
(2)	CEO	Vas Bhandarkar
(3)	Address	230 S. California Ave, Suite 100 Palo Alto, CA 94306
(4)	Established	January 2014
(5)	Main business	Development and sale of predictive model building applications based on machine learning
(6)	Website	http://scoredata.com/

3. Overview of RSP Fund No. 6, LLC

(1)	Company name	RSP Fund No. 6 LLC
(2)	Representative	Akihiko Okamoto
(3)	Address	8-4-17 Ginza, Chuo-ku, Tokyo
(4)	Established	November 12, 2014
(5)	Main business	Investment development and venture capital

The fund aims to discover new technologies and new business models, and to acquire business opportunities which are relevant to new business development for the Recruit Group.

Recruit Holdings will continue to provide people with useful information about the areas of work, learning, home, marriage, child rearing, travel, cars, hobbies and lifestyle. By offering services which provide users with new encounters and opportunities, we hope to be the one to help each of our users find their next big chance.

Inquiries about this press release:
<https://recruit-holdings.com/contact/support/>