# News Release

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ExaWizards Inc.
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## ExaWizards and Sony Life Communications Develop a New Generative AI Service to Create Inspiring Customer Experiences Through Future Visualization

— Achieved Through AI-Human Collaboration,
Along with the Development of a Lifeplanner Skill Enhancement Application —

ExaWizards Inc. (Minato-ku, Tokyo; Representative Director, President & CEO: Makoto Haruta; hereinafter “ExaWizards”) and Sony Life Communications Co., Ltd. (Chiyoda-ku, Tokyo; President, Representative Director: Junichi Yatabe; hereinafter “Sony Life Communications”) have jointly developed a new service that leverages generative AI technology to provide customers with deeply personalized and inspiring experiences during consulting sessions. This service is set to be launched at "Hoken Seisakusho," an insurance agency operated by Sony Life Communications, with the aim of enhancing both customer experiences and the quality of consulting services. Additionally, the companies have developed an AI-powered application to strengthen the skills of Lifeplanner, further advancing the value of their consulting practices.




**☑Delivering Personalized and Inspiring Experiences Through Generative AI**

At Hoken Seisakusho, Lifeplanner assist customers in designing their future through consulting sessions. The newly developed service uses cutting-edge generative AI and multimodal data*1 to visualize a customer’s personalized "future," based on details gathered during consultations, such as their family’s current situation, lifestyle aspirations, and long-term goals.

Unlike fully automated AI solutions, this service emphasizes collaboration between AI and human Lifeplanner. Lifeplanner guide the AI by providing insights gathered from conversations with customers and fine-tuning the results, ensuring high-quality outputs. The service will initially offer features such as generating illustrations that reflect a family’s hobbies, preferences, and future

aspirations, as well as providing take-home materials like customized life plans (see the examples below).
Through the creation of these inspiring and personalized experiences, the service aims to deepen the bonds between customers and their families while also enhancing satisfaction and trust in Hoken Seisakusho. By doing so, it contributes to realizing Sony Life Communications' vision of a society filled with people who "proactively shape their own fulfilling lives." ExaWizards has also filed multiple patents related to the technologies used in this initiative.

*1 Multimodal data refers to the combination of various types of information, such as images, audio, and text.





**Left: Illustration of a child enjoying their favorite sport.**
**Center: Illustration of a future outdoor adventure the family wishes to experience.**
**Right: Example of a life plan chart generated based on the family's future goals and aspirations.**

☑ **Formalization of Sales Skills and AI-Powered Sales Skill Enhancement Application**
To further enhance the value of consulting services, including the aforementioned generative AI service, ExaWizards and Sony Life Communications have also developed an AI-powered application designed to strengthen the skills of Lifeplanner. This application leverages the collective expertise of Sony Life Communications' Lifeplanner to provide feedback on their interactions with customers during consulting sessions.

For example, the AI evaluates key aspects such as:
Whether trust has been established with the customer,
Whether the customer feels comfortable speaking, and
Whether the customer's needs have been sufficiently explored and appropriately addressed.
By offering specific suggestions for improvement, the application helps Lifeplanner refine their skills. With higher-quality consulting, the "present" and "future" of customers, as mentioned earlier, can be more vividly visualized, creating a virtuous cycle that enhances both customer experiences and the overall quality of consulting services.

☑ **Synergies from Joint Development: A New Experience Model Created Through AI-Human Collaboration**
In this project, the combined efforts of Sony Life Communications, with its extensive expertise in life planning consultations, and ExaWizards, with its cutting-edge generative AI technology, have resulted in a highly unique and customer-focused service model capable of delivering inspiring experiences. From customer interviews to conceptual planning, both companies worked collaboratively to ensure that the service was designed with the customer's perspective as a priority.

Additionally, with support from ExaWizards' developers, who are highly skilled in product development and operations, the project successfully achieved the rapid implementation of services utilizing the latest generative AI technologies. The expertise of ExaWizards was particularly evident in leveraging their AI service development platform, "exaBase Studio," as well as sales-focused AI solutions such as "exaBase Roleplay" and "exaBase Meeting Summary."
Moving forward, both companies will continue to enhance the functionality of these solutions, further improve customer experience value, and pioneer new value creation through advanced AI technologies.

"Lifeplanner" is a registered trademark of Sony Life Insurance Co., Ltd.
"exaBase" is a registered trademark of ExaWizards Inc.

**【ExaWizards Corporate profile】**
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