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ExaWizards Inc.  
(TSE Code No.4259)

## Shoko Chukin Bank adopts “exaBase Role Playing”

- Standardizing Foreign Exchange Sales Capabilities Through Education to Promote FX and Generate Output Opportunities -

ExaWizards Inc. (Minato-ku, Tokyo; President and CEO: Makoto Haruta; hereafter “ExaWizards”) announces that Shoko Chukin Bank (Chuo-ku, Tokyo; President: Masahiro Sekine; hereafter “Shoko Chukin”) has adopted the AI conversational role-playing service “exaBase Role Playing.” The rollout will begin with the 230 members of Shoko Chukin’s sales division to standardize sales capabilities and build a more effective training environment.



### ☑ Background and objectives of introducing exaBase Role Playing

Shoko Chukin must quickly respond to the regional characteristics of the FX market and evolving customer needs, but faces sales challenges such as person-dependent knowledge, uneven skill levels, a lack of practical training opportunities, etc. The bank will introduce ExaWizards’ exaBase Role Playing to supplement conventional group training and OJT-centric educational content to build an innovative, AI-powered practical training environment for human resource development so they can meet their customer’s financial needs.

### 〈Main challenges at Shoko Chukin〉

- **Variations in person-dependent knowledge and skills:** Large differences in experience among sales staff, requiring enhancement of proposal capabilities across the organization
- **Lack of practical training opportunities:** FX training for sales staff was primarily classroom-based group sessions, with insufficient hands-on practice
- **Absence of standardized evaluation criteria:** Some role-playing was conducted during group training, but objective evaluations were difficult, making it hard for both instructors and trainees to identify points for improvement
- **Slow response to changing needs:** The bank could not build an effective training environment to meet the needs of their customers or address rapid changes in regional FX markets

### ☑ **Goals of adopting exaBase Role Playing**

ExaWizards will support Shoko Chukin for the following outcomes:

- Strengthening and standardizing sales capabilities: Improve and standardize FX sales skills by role-playing with AI avatars
- Providing a flexible practice environment: Implement training tools that are accessible anytime, anywhere to create an environment conducive to employee engagement
- Clarifying evaluation criteria: Establish objective, AI-driven evaluation criteria to pinpoint areas for improvement and individual growth
- Rapid response to change: Use the scenario and avatar editing functions to update training content to match changes in customers and markets

### ☑ **Key features and use cases of exaBase Role Playing**

1. Configurable, company-specific scenarios  
Create scenarios that resemble real business negotiations based on Shoko Chukin's sales operations.
2. Free-form conversations with AI avatars  
AI avatars can be set for gender, age, personality, and more. Shoko Chukin will develop avatars tailored to their customer segments to deliver realistic conversations.
3. Consistent evaluations  
Role-playing results are scored out of 100 points based on predefined evaluation criteria. Representatives receive feedback from the AI to identify their challenges and improve their skills.
4. Tracking training status  
Managers can track the progress of each representative's role-play training. Training texts and videos can be recorded.

### ☑ **Future plans**

Shoko Chukin intends to use exaBase Role Playing as a training tool to enhance overall sales, increase customer confidence, and improve close rates.

### **【ExaWizards Corporate profile】**

Company name: ExaWizards Inc.

Location: 4-2-8 Shibaura, Minato-ku, Tokyo, 5F

Established: February 2016

Representative: Makoto Haruta, Representative Director & President

Business: Industrial innovation and resolution of social issues via AI service development

URL: <https://exawizards.com/en/>

### **<Media Contact>**

Exa Wizards Inc. Public Relations: [publicrelations@exwzd.com](mailto:publicrelations@exwzd.com)