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OPTiM Corporation
(TSE: 3694)

AI-Driven Automation & Efficiency for Customer Support and Upselling

Launch of the OPTiM Support & Growth Portal

An all-in-one AI portal that turns customer support into satisfaction and revenue, featuring support-site generation, an AI chat-bot, AI inquiry management, and more.

OPTiM Corporation (hereinafter referred to as OPTiM) announces the launch of its new service, the OPTiM Support & Growth Portal (hereinafter SGP). SGP is designed to start from post-implementation and post-sale customer support and help companies achieve both high customer satisfaction and revenue growth.

SGP is an all-in-one AI portal that minimizes the cost of customer support while going beyond mere cost reduction. It enables revenue expansion through upselling and cross-selling and provides the capabilities needed to maximize customer satisfaction.

OPTiM[®] Support & Growth Portal

導入後の **顧客サポート** を、 **満足** と **売上** に変える All-in-One AI ポータル



■ Service Background

In many organizations, customer support is still regarded primarily as a cost, and as a result the necessary infrastructure and processes are often left under-developed. This situation leads to a series of problems: inconsistent service quality, reliance on individual employees, declining customer satisfaction, higher churn rates, and consequently a loss of revenue.

Traditional approaches that deploy separate support-desk systems, ticket-management tools, and sales-force-automation (SFA) platforms require considerable effort and expense from initial set-up through daily operation—sometimes even involving additional consulting fees. Moreover, once a support site is live, updates are frequently performed manually, which causes information to become outdated and reduces the rate at which customers can resolve issues on their own.

Taking these realities into account, OPTiM is launching the OPTiM Support & Growth Portal (SGP), an all-in-one AI-driven portal that continuously delivers both Support (efficiency and satisfaction) and Growth (revenue expansion for client companies). SGP supersedes the former OPTiM Customer Success Portal, introducing a clarified name and concept as a brand-new service.

■ Key Features of the OPTiM Support & Growth Portal

- **All-in-One Service**

The portal brings together web manuals, FAQs, an AI chat-bot, ticket management, analytics, access-control and permission settings, design templates, and more on a single platform. By eliminating the need to integrate and maintain multiple disparate tools, SGP dramatically reduces both cost and operational load.

- **AI-Assisted Support-Site Creation**

Companies can simply upload existing PDF manuals, FAQ documents, or other guidance materials. The AI automatically classifies and structures the content, generating a find-everything-instantly support site in a short period. Combined with OPTiM's implementation assistance, this automation cuts the extensive effort traditionally required for custom design and data migration, minimizing the burden of initial rollout.

After the support site is launched, AI-driven automation of routine update processes will be provided in stages, continuously lowering operational load and helping organizations establish a sustainable, low-maintenance support operation.

- **Simultaneous Maximisation of Customer Satisfaction and Revenue**

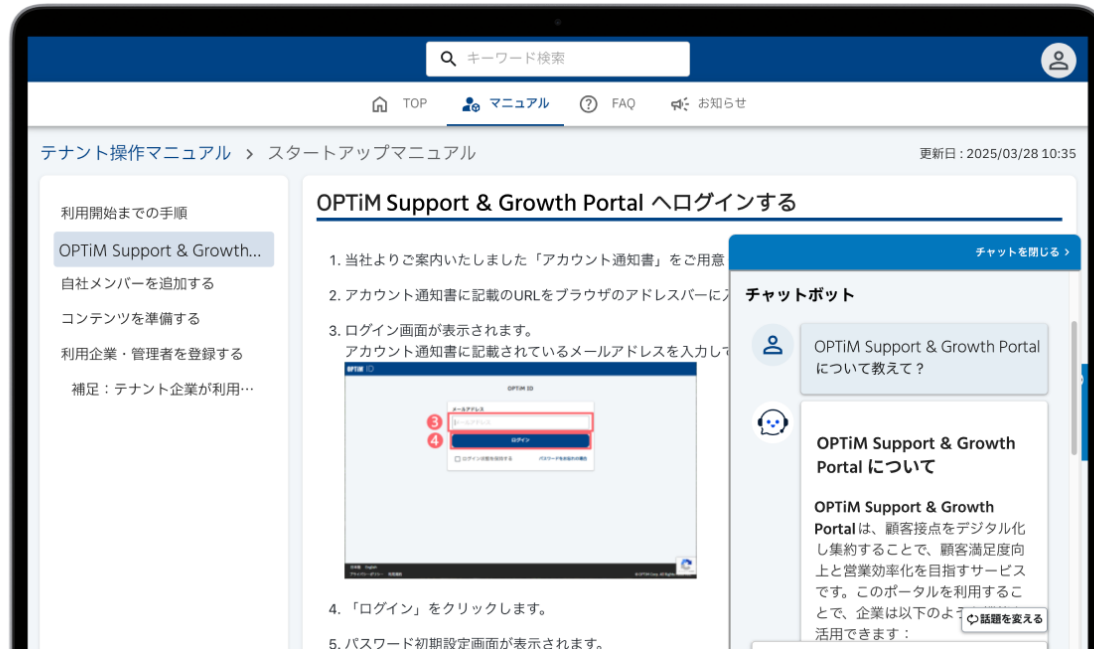
In operation, AI-enhanced search and the chat-bot handle first-line responses, while inquiry histories are stored as knowledge assets. This levels the quality of responses across departments and personnel, allowing customers to reach the information they need at any time. The result is higher self-service rates, shorter wait times, and the elimination of person-dependency, thereby raising overall support quality.

In addition, the portal captures customer behaviours such as page views, searches, and inquiries. With this insight, the supporting company can present relevant feature guides or proposals for higher-tier plans at the appropriate timing, based on the customer's area of interest and usage phase. Consequently, natural upsell and cross-sell opportunities arise within the support flow, leading to continuous revenue growth.

■Three Functions that Illustrate SGP's Strength

◆Customer-support screen: Find quickly, resolve quickly

Administrators can easily build the portal site by using the manual/FAQ functions and the AI chat-bot. Because customers can access the needed information directly from the top screen, they can solve their issues on their own before submitting an inquiry.



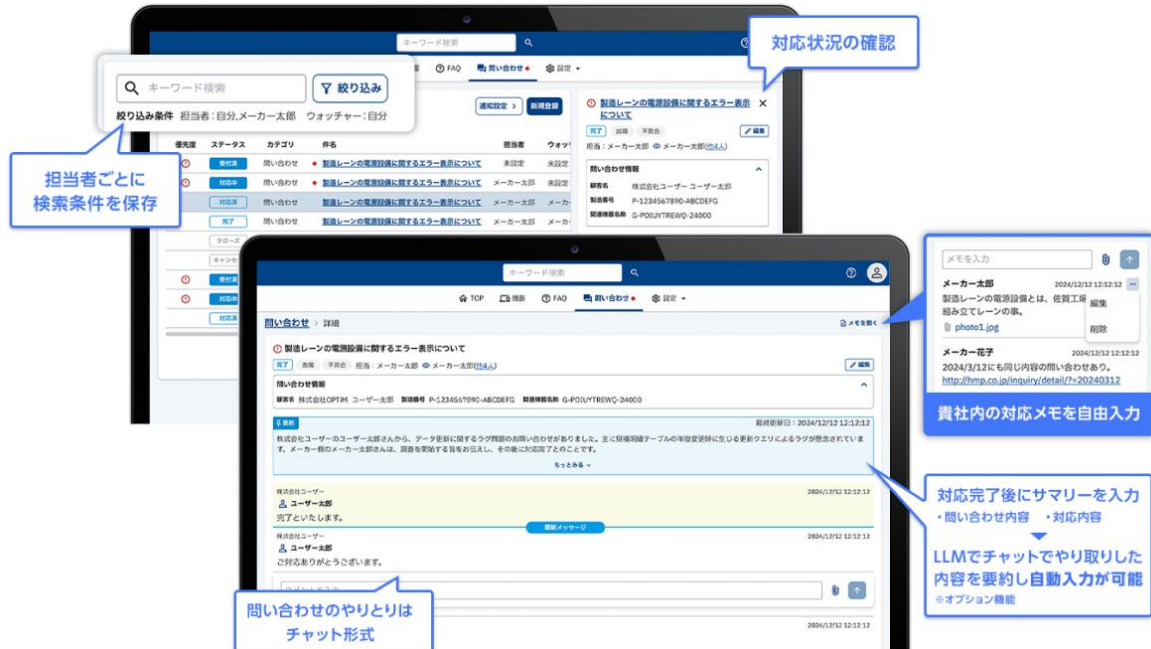
◆Advertising-Recommendation Feature: Create Sales Opportunities from Support

By placing ads on manual and FAQ view pages, you can present information that matches customers' areas of interest and usage scenarios. This guides users toward upselling and cross-selling naturally, without compromising the support experience, thereby expanding sales opportunities.



◆Inquiry-Management (Ticket) Feature: Seamless Communication

Aggregating communications through the ticket-management function and group-chat feature enables administrators to manage customer responses and coordination with internal and external stakeholders in one place. Customers receive smooth handling of their inquiries and enjoy support with minimal waiting time.



■Future Roadmap

Gradual expansion of advanced AI-driven automation and autonomous operation, multilingual support, industry-specific templates, staffed remote connections, integration with external tools, and mobile-app compatibility.

At the same time, we will strengthen functions that leverage accumulated data such as handling history and access behavior, providing cross-analysis insights, dashboard-based operational improvement suggestions, segment-specific notices and guide distribution, timely upgrade proposals, and recommendations of related features. These capabilities will turn everyday support operations into a natural driver of results.

Through these extensions, we will support companies of any size or industry in building a framework that deepens customer relationships effortlessly, naturally, and sustainably.

■Details of the OPTiM Support & Growth Portal

For full details of the OPTiM Support & Growth Portal, please visit the website below. Downloadable materials and inquiries are also accepted.

<https://www.optim.co.jp/optim-support-and-growth-portal/>

■Exhibition Participation Information

We will exhibit at upcoming shows this autumn, where you can view the latest information on the OPTiM Support & Growth Portal on site.

Press Release



◆AI-PAX 2025

- Dates: 15 – 16 October 2025 (Wed–Thu)
- Venue: Bellesalle Tokyo Nihonbashi
- Official site: <https://eight-event.8card.net/eightexpo/ai-pax/>

◆2nd Sales & Marketing DXPO Tokyo '25 Autumn

- Dates: 27 – 28 November 2025 (Thu–Fri)
- Venue: Ariake GYM-EX
- Official site: <https://dxpo.jp/real/fox/tokyo2/sales/>

■[About OPTiM Corporation](#)

OPTiM is a leader in internet-based services that improve its clients' interactions with technology in all aspects of everyday life. Its solutions provide comprehensive IoT management and multifunctional remote communication. Its business partners include NTT East, NTT West, NTT DOCOMO, OTSUKA, SoftBank, Canon Marketing Japan, Panasonic Solution Technology, Ricoh Japan, KDDI and Fujifilm Business Innovation Japan. Based in Tokyo, Japan, its corporate motto is, "We make the net as simple as breathing."

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