

IOWN INTEGRAL

NTT R&D FORUM 2024

DEVELOPMENT

801-20

Interactive AI tourist guide with one's favorite characters

This character guide learns more about customer preferences through interaction and provides personalized travel recommendations
#Customer Experience Value Creation



///Technical Issue

A method of extracting, processing, and using data useful for service and marketing to be used in customer-character interaction has not been established.

///Research Goal

We will enhance customer satisfaction by using new marketing data that combines AI-driven customer insights with Docomo's proprietary big data.

---Technology

We use the technology that creates synthetic voices in different languages including Japanese from a small amount of pre-recorded audio. The platform understands users by collecting multi-modal information through voice/text interaction between AI and users and presents personalized information to users.

---Applicable Business

Applicable to industries in the fields of tourism, media, contents such as "Oshi-Katsu" (support of one's fave) and metaverse, and data outsourcing. This AI tourist guide provides sightseeing information that suits users by learning their hobbies and interests through interactions between users and their favorite, everyday characters and applying such learning to personalized information provision for users (TBD (reference exhibition))"

---Novelty

Personalized graph RAG combines multi-document RAG and LLM to personalize interactions. It can provide new information that interests users, enhancing the value of LLM. Speech synthesis technology allows specifying the tone and manner of speech of the desired voice using just a few seconds of his/her speech (the world's highest level) and enables fast speech synthesis on an inexpensive single-core CPU.

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