



## ORIX Life Receives Best Technology Award at Contact Center Awards 2021

~New system improves productivity and quality when taking calls~

TOKYO, Japan - October 6, 2021 - ORIX Life Insurance Corporation ("ORIX Life") announced today that it has received Best Technology Award at Contact Center Awards 2021<sup>1</sup> (hosted by Call Center Japan Editorial Department at RIC Telecom Co., Ltd. and co-hosted by e.Partners, Inc.) in recognition of the outstanding efforts and achievements of its contact center operations.



In the technology category, judges assess measures, and their outcomes, focused on application and utilization of technologies in contact center operations. ORIX Life received this year's award in recognition of its efforts to build a new contact center system that integrates multiple internal systems to improve the efficiency and quality of its operations.

As the features of this system, in addition to integrating 10 task-specific systems into one, including inquiring about contract information and entering customer contact histories, the new system employs UX design<sup>2</sup> for screen design, information layout and input forms that match the flow of the call response. In this way, it reduces time spent on hold during the call and on tasks subsequent to the call response, such as sending related documents afterward, and reduces administrative errors by the operators.

ORIX Life will continue to improve operations and efficiency, thereby improving customer services, in order to become the insurance company of choice.

<sup>1</sup> See the following website for details about the Contact Center Awards.

<https://www.cc-award.com/>

<sup>2</sup> UX design is the abbreviation for "user experience design," which is a generic term for how users experience a product or service. It fosters a sense of satisfaction for the user by stressing not only ease-of-use and features, but other factors like user comfort and impressions as well.

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### About ORIX:

ORIX Corporation (TSE: 8591; NYSE: IX) is a financial services group which provides innovative products and services to its customers by constantly pursuing new businesses.

Established in 1964, from its start in the leasing business, ORIX has advanced into neighboring fields and at present has expanded into lending, investment, life insurance, banking, asset management, automobile related, real estate and environment and energy related

businesses. Since entering Hong Kong in 1971, ORIX has spread its businesses globally by establishing locations in 31 countries and regions across the world.

Going forward, ORIX intends to utilize its strengths and expertise, which generate new value, to establish an independent ORIX business model that continues to evolve perpetually. In this way, ORIX will engage in business activities that instill vitality in its companies and workforce, and thereby contribute to society. For more details, please visit our website: <https://www.orix.co.jp/grp/en/>

(As of March 31, 2021)

**Caution Concerning Forward Looking Statements:**

These documents May contain forward-looking statements about expected future events and financial results that involve risks and uncertainties. Such statements are based on our current expectations and are subject to uncertainties and risks that could cause actual results that differ materially from those described in the forward-looking statements. Factors that could cause such a difference include, but are not limited to, those described under “Risk Factors” in the Company’s annual report on Form 20-F filed with the United States Securities and Exchange Commission and under “(4) Risk Factors” of the “1. Summary of Consolidated Financial Results” of the “Consolidated Financial Results April 1, 2020 – March 31, 2021.”