

Less than 10% of respondents have received services from communication robots before

Seeking ways to increase the approval of these services by overcoming the challenges brought on by new technology

Cross Marketing Inc. (Headquarters: Shinjuku Tokyo, Miki Igarashi, President and CEO) conducted a survey asking men and women between the ages of 20 to 79 and who live in Tokyo Metropolis, Kanagawa Prefecture, Chiba Prefecture and Saitama Prefecture about the services provided by communication robots.

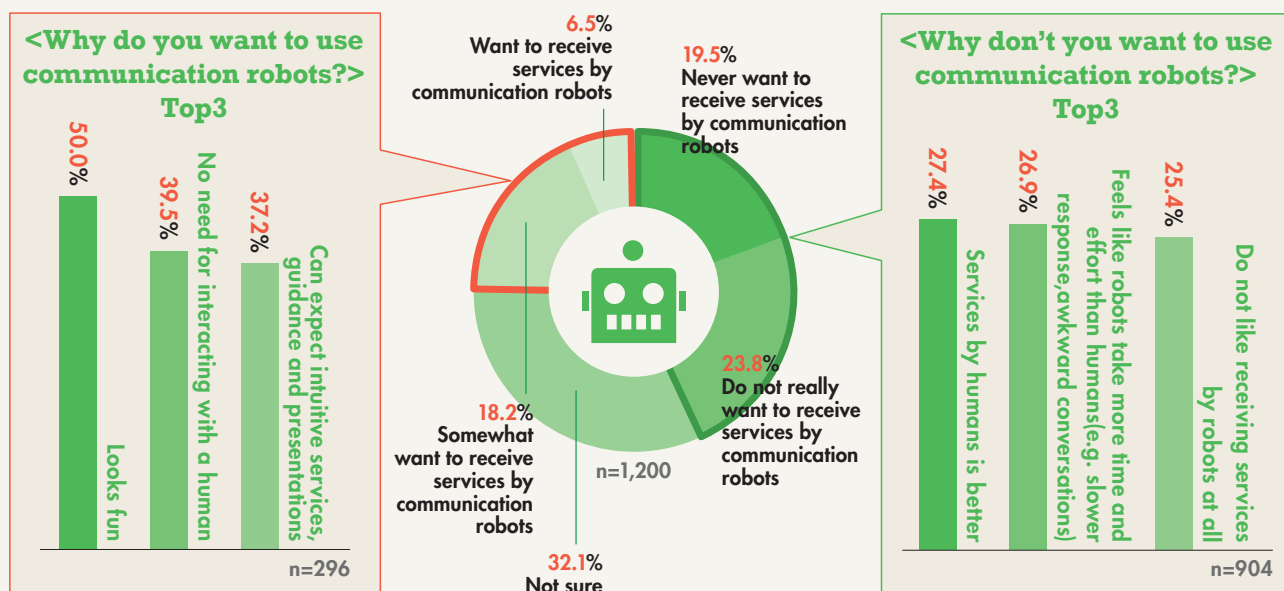
Background and Purpose

We found that robots equipped with Artificial Intelligence(AI) are increasingly serving as shop and hotel assistants and even as bank tellers. We wondered how people who are served by or who know of these robots perceive them. So we conducted a survey to find the degree of awareness the conditions surrounding how people interact with them, and the probability of them growing in popularity.

Survey Results (Excerpt)

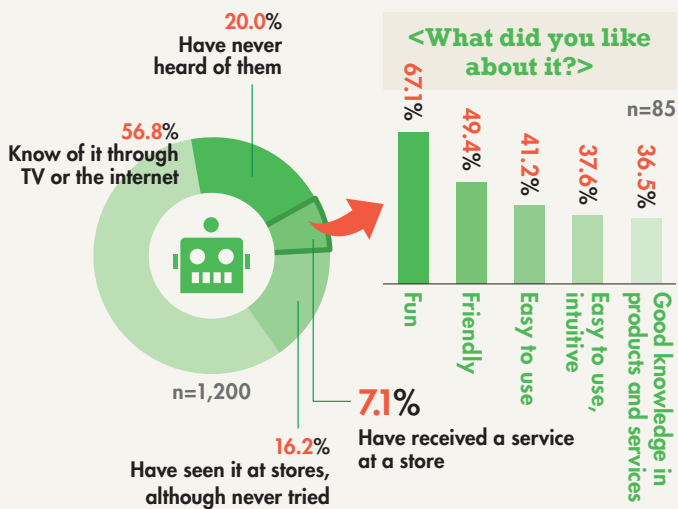
24.7% of respondents selected either "Want to" or "Somewhat want to" receive services by communication robots. 43.3% of them chose either "Never want to" or "Do not really want to", thus confirming that the approval rate is not high. The most popular reason to want to interact with communication robot is "Looks fun" (50.0%), followed by "No need for human interaction" (39.5%). On the other hand, the most popular reason not to want to interact with robot is "Services provided by humans are better to also understand the fine nuances in conversation" (27.4%), followed by "Feels like robots take more time and effort than humans" (26.9%). People are feeling that there is an inadequacy in technology. (Figure 1)

(Figure 1) Do you want to receive services by communication robots? Why or why not?



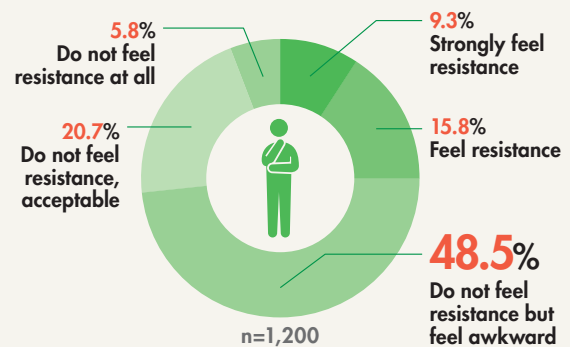
80.1% of respondents are aware of the existence of communication robots, although only 7.1% of respondents have received services by them in the past. Most of the respondents who experienced receiving services by communication robots had fun doing so 67.1% of them selected "it is fun", 49.4% of them chose "it is friendly" and 41.2% of them chose "it is easy to use these services". (Figure 2)

(Figure 2) Have you received a service by communication robots? How did you like it?



25.1% of respondents chose either "Feels strong resistance" or "Feels resistance", whereas 48.5% of them chose "Do not feel resistance but feel awkward". (Figure 3)

(Figure 3) Do you feel resistance to services by robots?



The intention to use services by communication robots is currently low, however many people feel that those robots are fun and friendly. Thus we conclude that services provided by communication robots could be generally accepted even by people who feel awkward about them, if the technical awkwardness was conquered and the services were perfected.

Details of survey

- Attributing question: gender, age, place of residence, occupation, occupational category, number of employees (at the office or division survey respondent belongs to)
- Main points of general services
- The experience and recognition of "Services by communication robots"
- The users experiences of communication robots
- The degree of satisfaction on "Services by communication robots"
- The impressions and images of "Services by communication robots"
- The intention to use "Services by communication robots"
- The expectation of "Services by communication robots"
- The reasons to use "Services by communication robots"
- The reasons not to use "Services by communication robots"
- The level of service to expect "Services by communication robots" to provide
- The resistance to "Services by communication robots"
- The preference between "Services by humans" vs. "Services by communication robots"
- The images of the companies and stores which implemented "Services by communication robots"
- The progress of "Services provided by communication robots" being implemented in stores, branches and offices.
- The intention to implement "Services by communication robots" to the office space
- The benefits found or the reasons to consider implementing "Services by communication robots"
- The disadvantages found or the reasons not to consider implementing "Services by communication robots"

Survey overview

Survey method	Online research
Survey area	Tokyo Metropolis, Kanagawa Prefecture, Chiba Prefecture and Saitama Prefecture
Targeted sample characteristics	Men and women between the ages of 20 and 79 years old
Survey period	From Saturday, May 14 th , 2016 through Sunday, May 15 th , 2016
Number of valid responses	1,200 samples

About us

Company name Cross Marketing Inc. <http://www.cross-m.co.jp/> **Address** Tokyo Opera City Tower, 24F 3-20-2 Nishishinjuku, Shinjuku-ku, Tokyo 163-1424 JAPAN **Established** April 1st, 2003 **Representative Director** Miki Igarashi, President and CEO **Lines of business** Marketing Research Services

Contact information regarding this release for news and press media

Public relations representative: Shoji Phone: +81-3-6859-2252 Fax: +81-3-6859-2275 E-mail: pr-cm@cross-m.co.jp

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