

March 13, 2025

JTB Business Travel Solutions, Inc.

Hylable Inc.

JTB Business Travel Solutions, Inc. and Hylable Inc. Launch "Baoble," a Tool for Visualizing In-Person Communication Skills

- Contributing to Solving Business Challenges through the Visualization of Communication Skills -

JTB Business Travel Solutions, Inc. (headquartered in Koto-ku, Tokyo; President & CEO: Masahiro Harada; hereinafter referred to as "JTB-CWT") will launch "Baoble," a tool that visualizes the atmosphere of discussions and communication skills using voice analysis technology, on April 1, 2025, in collaboration with Hylable Inc. (headquartered in Toshima-ku, Tokyo; Representative Director and CEO: Takeshi Mizumoto; hereinafter referred to as "Hylable"). (Earliest service start date: May 1)

対面におけるコミュニケーション見える化ツール



Baoble

話したそばから消えてしまう
話し合いの雰囲気や相手の反応を音声解析で見える化



"Baoble" Official Website (Site opens April 1)

<https://www.jtbbwt.com/business/service/solution/benefit/evp/baoble/>

"Baoble" Video

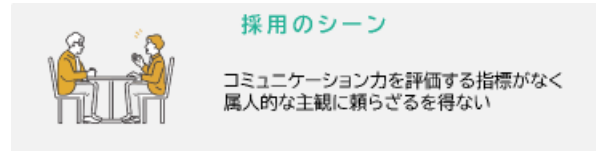
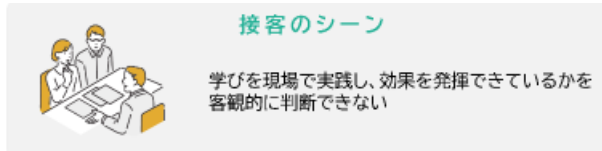
<https://cloud-player.1roll.jp/?v=Wylb0FYHZCe3bUvW>

■ Background and Purpose of "Baoble" Development

The COVID-19 pandemic led to a significant shift in business operations to online, dramatically increasing opportunities for remote communication. However, this also highlighted the renewed importance of in-person communication, as non-verbal information, such as visual and auditory cues, is often difficult to convey effectively online.

On the other hand, a survey on business communication conducted by JTB-CWT revealed challenges in in-person communication, such as the inability to record and analyze interactions, unlike online meetings, and the lack of

objective metrics to evaluate the content of discussions and the communication skills of participants.



In response to these challenges, we developed "Baoble" as a tool to quantitatively visualize in-person communication by leveraging voice data. The visualization of these 'unconscious' aspects of communication fosters 'conscious' understanding, thereby supporting the discovery of new perspectives and value in communication, as outlined below.

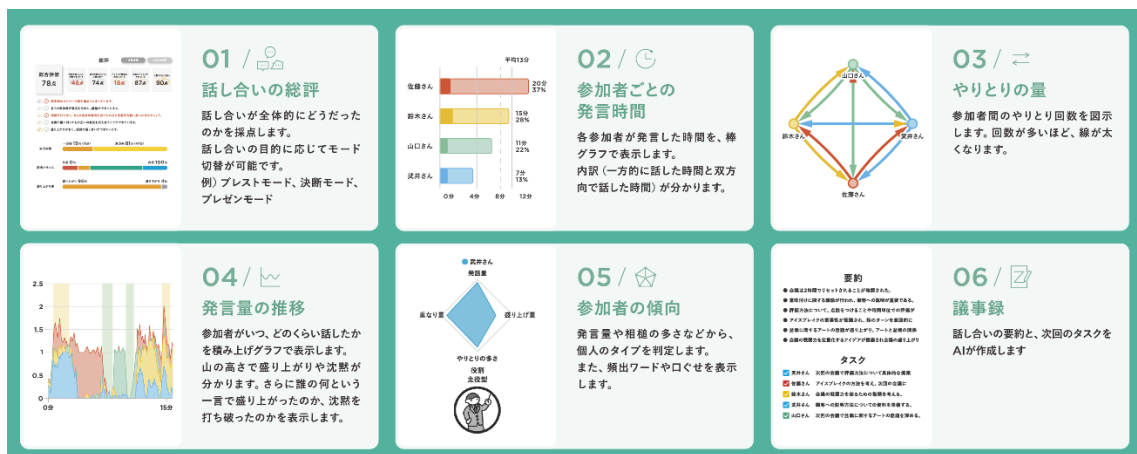
1. By visualizing the weaknesses of sales staff engaged in in-person customer service, it leads to individual behavioral changes.
2. In recruitment scenarios, understanding the characteristics of participants aids in optimal personnel placement and the creation of human resource value.
3. In meetings and team activities, grasping not only the results but also the process of discussions improves productivity.

By enabling both management and staff to objectively assess the atmosphere of discussions, which was previously vaguely perceived, and communication skill indicators that were subjectively determined, it contributes to the promotion of human capital management and the improvement of psychological safety.

"Baoble" originated from an intrapreneurship program called "Mirai Sozo Bukai" (Future Creation Meeting), which solicits business ideas from employees in the BtoB domain to create next-generation businesses. To further expand the JTB Group's overall initiative for Exchange Creation Business, we have decided to launch and promote "Baoble" as a new business, following its ultimate selection.

■ Overview of "Baoble"

"Baoble" graphs the frequency of dialogue, the ratio of two-way communication, and the level of engagement in business negotiations, meetings, and salesperson role-playing sessions, and displays actionable advice for future improvement.



1. **Comprehensive Assessment:** "Baoble" provides an overall score for discussions with multiple modes (e.g., brainstorming, decision-making, presentation) depending on the purpose of the discussion.
2. **Participant-Specific Speaking Time:** Each participant's speaking time is displayed in a bar chart, clarifying both unilateral speaking and interactive dialogue..
3. **Interaction Volume:** The report graphically represents the interaction frequency between participants. Thicker lines indicate more frequent exchanges.
4. **Speaking Volume Trends:** A stacked bar chart illustrates when and how much each participant spoke, revealing peaks of engagement and moments of silence. It also identifies specific phrases or individuals that sparked discussion or broke silences.
5. **Participant Tendencies:** "Baoble" identifies individual communication styles based on factors such as the amount of speech and frequency of listening responses. It also highlights frequently used words and habitual phrase.
6. **Meeting Minutes:** AI automatically generates meeting summaries and outlines follow-up tasks.

"Baoble" offers three types of reports—Monitoring, Instant, and Monthly—to provide insights at different stages of a discussion.



- **Monitoring Function:** Displays essential information in a small window in real-time during a discussion, enabling immediate adjustments to prevent missed opportunities.
- **Instant Report:** Generates a report with analyzed results immediately after a discussion, allowing for quick reflection and identification of areas for improvement that might have left unnoticed.
- **Monthly Report:** Presents accumulated data on a dashboard, offering a multi-faceted insights from trends, averages, and rankings for each department and individual.

<Examples of Usage Scenes>



CASE 01 社内会議

『自分自身の意見を述べる人が増えて発言者の偏りがなくなり、話し合いが活性化しました。さらに発言が少ない人も口火を切る係として会議に貢献していることが分かりました。』（物流業界A社）



CASE 02 販売員のスキル教育

『ロールプレイで学んだことを販売の現場でも継続して実践することができました。月次レポートでは店舗ごとの販売員のコミュニケーションの傾向を把握できるので、優秀な店舗の勝ちパターンが見えてきました。』（自動車ディーラーB社）



CASE 03 研修や採用のグループワーク

『成果に至るプロセスが可視化されるので、良質な意見交換や納得性のある合意形成がされているかどうか分かりました。また、グループ内で誰がどのような役割を担ったのかが把握できるので各自の適性が分かりました。』（不動産業界C社）

CASE 01 Internal Meetings "The number of people expressing their opinions increased, leading to more balanced participation and revitalized discussions. We also found that even those who speak less contribute to meetings by initiating conversations." (Company A, Logistics Industry)

CASE 02 Salesperson Skill Training "We were able to continuously apply what we learned in role-playing to actual sales situations. The monthly report allows us to grasp trends of salespeople's communication skills in each store, revealing winning patterns of successful stores." (Company B, Automobile Dealer)

CASE 03 Training and Recruitment Group Work "The process leading to results got visualized, showing whether productive discussions and mutually agreeable consensus were reached. We also understood what roles each person played within the group, which helped identify individual aptitudes." (Company C, Real Estate Industry)

■ Project Advisors

The development of "Baoble" was a collaborative effort, leveraging the expertise of Professor Emeritus Ikuo Daibo (Hokusei Gakuen University, Tokyo Mirai University, Osaka University), a leading authority in non-verbal communication research, and the university professor from Okayama Prefecture who is alumni of Professor Daibo's laboratory, combined with Hylable's voice analysis technology.



Professor Emeritus Ikuo Daibo Hokusei Gakuen University, Tokyo Mirai University, Osaka University

"I found that this project can effectively utilize the results of my long-standing research in communication. In recent years, it has become common practice for companies to form teams tailored to specific projects and objectives, and thus, flexibility and fluidity are gaining attention. There are limits to evaluating business communication based solely on individual experience and intuition. By utilizing Baoble, we can gain evidence-based insights into employee characteristics, which will contribute to improvement of productivity and employee engagement."



Takeshi Mizumoto, Representative Director and CEO, Hylable Inc.



"While many transcription tools are available today, it is not easy to visualize frequency of speech and conversation patterns. By deeply understanding these aspects and connecting them to business, we have created a unique service. We have refined it based on our communication evaluation metrics, incorporating the academic knowledge of university professors, and JTB's business needs. The function born from synergy from these three collaboration is a significant strength."

■ The Inspiration Behind the Product Name

The product's name is inspired by the phrase "What is essential is invisible to the eye" from "*The Little Prince*" by Antoine de Saint-Exupéry. Considering non-verbal information, atmosphere, and relationships, which are not captured in meeting minutes, as "invisible," and with the hope that "Baoble" technology might make these "invisible" elements "visible", we combined "Baobab," the tree from the story, with the suffix "-able" to create "Baoble." The logo features the fox from the story, who said this very phrase.

JTB-CWT and Hylable are committed to contributing to a society where in-person communication in business settings is revitalized, and deeper engagement can be fostered through "Baoble."

<Contact for inquiries from customers and companies>

Sales Planning Department, JTB Business Travel Solutions, Inc.

E-mail: baoble_support@jtb-cwt.com

Phone: +81-(0)3-5548-8346

Hylable Inc

TEL : +81-(0)50-1753-6878

E-mail: contact@hylable.com

Inquiry form: <https://www.hylable.com/contact/>

<Contact for press inquiries>

JTB Corp. Public Relations team

TEL : +81-(0)3-5796-5833 (Tokyo)

Hylable Inc. Public Relations

TEL : +81-(0)50-1753-6878

E-mail: public-relations@hylable.com

This is an English translation of the original Japanese text. In case of any discrepancy between the English version and the Japanese original, the Japanese original shall prevail.