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Baycurrent, Inc.

Treasure Data, Inc.

Baycurrent and Treasure AI Partner to Accelerate Frontline Transformation (CDX)

Baycurrent Integrates “Treasure AI Voice” into Its New Service “BAYVO.”, Turning Face-to-Face Conversations into Valuable Data Assets

— From preserving vanishing expertise to building the foundation for business transformation: turning frontline conversations into enterprise data assets —

TOKYO, October 15, 2026 — Baycurrent, Inc. (Headquarters: Minato-ku, Tokyo; Representative Director, Chairman and President: Yoshiyuki Abe; hereinafter “Baycurrent”) and Treasure Data, Inc. (Headquarters: Minato-ku, Tokyo; President and Representative Executive Officer: Takashi Miura; hereinafter “Treasure AI”) today announced a partnership to advance “Conversation-Driven Transformation (CDX)” — an approach that converts frontline face-to-face communication into data and uses it to drive business transformation.

Under the partnership, Baycurrent launches its proprietary transformation support service “BAYVO.” Treasure AI provides the next-generation voice AI “Treasure AI Voice” as the core technology behind the service. Together, the two companies support enterprises from business process design through to adoption on the front line.



Introducing BAYVO.

Imagine turning your best salespeople’s techniques into best practices anyone can follow. Uncovering your next big product idea from an offhand customer comment. Or capturing the thinking behind expert decisions so their knowledge can be passed on to the next generation.

That’s the power of BAYVO.

Baycurrent’s Conversation-Driven Transformation (CDX) service turns everyday face-to-face conversations into valuable business data, unlocking insights, preserving expertise, and driving transformation across the organization.

The Challenges We’re Addressing

As AI adoption accelerates, businesses are finding it increasingly difficult to differentiate themselves using

publicly available information and summarized data alone. What's missing is access to high-quality, firsthand insights that can create real competitive advantage.

1. Valuable Insights Lost in Conversation

Traditional reporting and CRM systems capture summaries, but often miss what customers actually say. As a result, valuable insights from everyday face-to-face interactions rarely reach decision-makers.

2. Expertise Lost Between Generations

As the workforce shrinks, decades of experience and expertise are at risk of disappearing. The knowledge behind expert decisions — especially the why — often goes undocumented, making it difficult to pass on to the next generation.

3. Efficiency Gains Without Real Transformation

Simply transcribing conversations can improve efficiency, but it does not fundamentally change how businesses operate. When AI implementation is disconnected from how work actually gets done, its potential remains untapped and meaningful business transformation stays out of reach.

How Baycurrent and Treasure AI Work Together

Baycurrent maps out the path to transformation and growth, then supports everything from frontline process design through training and adoption. In parallel, Treasure AI provides “Treasure AI Voice” to capture and structure voice data. The accumulated conversation data is integrated with the company's other data assets, and AI analysis identifies the key drivers of business growth. Beyond reducing data entry and improving sales performance, the insights drawn from these conversations become the starting point for redesigning how work is done — and ultimately for driving business growth.

Scope of Service and Roles

Roles of each company

Baycurrent

Transformation strategy and planning, implementation planning, change management, and hands-on support — primarily through an embedded engagement model — through to full adoption on the front line.

Treasure AI

Capture and structuring of voice data through “Treasure AI Voice,” integration with customer behavioral logs, and provision of the AI analytics platform.

Joint

Integration with existing CDP, DWH and other data platforms, and support for companies without a CDP

— from initial design through systems integration. Both companies assign the right people to deliver the optimal structure in terms of quality, cost and delivery (QCD).

Matching voice data captured through “Treasure AI Voice” with customer data can be achieved using a company’s existing data platform. For companies that already run CDP or DWH, the service supports integration with major products; for those that do not, support begins at the design stage. In either case, the approach is tailored to the client’s environment.

Sustainability and Social Value

Through this initiative, Baycurrent and Treasure AI aim to go beyond improving business performance and contribute to addressing social challenges.

Passing on skills and sustaining businesses

Preserving the expertise and experience at risk of being lost, and supporting business continuity.

Ensuring honest explanation to customers

Establishing a means of objectively verifying that important matters were properly explained, helping customers make decisions with confidence.

Surfacing a wider range of customer voices

Capturing the voices of customers who do not express themselves online and reflecting them in management decisions.

Protecting employees

Keeping an objective record of frontline conversations to protect employees from customer harassment. Learning from past conversation records to detect early signs of risk is also anticipated as a way to help deter and prevent harassment.

Comments

Kazuyoshi Kai, Executive Officer, Baycurrent, Inc.

“When face-to-face conversation — the richest and most authentic customer touchpoint — becomes data, the nature of customer experience (CX) changes fundamentally. Our role is to turn that technology into outcome on the front line. Beyond high-level strategy, we roll up our sleeves to support clients every step of the way—from designing new workflows to adoption. By combining consulting execution, creative capability and data, we will drive our clients’ business growth from the starting point of the customer voices.”

Daisuke Masaki, Executive Officer, Head of Partner Alliance & Treasure AI Voice, Treasure Data, Inc.

“We believe the face-to-face conversations taking place at the front line of business are precisely the primary information that determines business growth. “Treasure AI Voice” turns that black box into a data asset and points to the next move. But introducing AI alone does not change the front line. Combined with Baycurrent’s outstanding ability to execute transformation and stay with clients throughout, true transformation — CDX, where data and people work together — takes hold on the front line. Together, we will drive the growth of Japanese enterprises.”

About Baycurrent, Inc.

A Japan-born general consulting firm covering strategy, digital, operations and technology. Baycurrent provides comprehensive services from the formulation of management strategy through to execution, supporting leading companies across a wide range of industries in solving their business challenges.

<https://www.baycurrent.co.jp/en/>

About Treasure Data, Inc.

Founded in the United States in 2011, Treasure Data has supported the digital transformation of global enterprises with Japan as a key base of operations. In April 2026, the company redefined its conventional CDP and relaunched under the new brand “Treasure AI.” It provides the “Agentic Experience Platform,” a next-generation business foundation that vertically integrates a data foundation with always-current customer context, autonomous AI agents that work with humans in the loop to deliver reliable ROI, and cross-channel execution capabilities. Under robust governance, it extends intelligence across every customer-facing function, from marketing to sales, accelerating the creation of business value from days to seconds and delivering strong retention and dependable, data-driven growth.

<https://www.treasure.ai/>

Notes

The capture of voice data under this service is premised on compliance with the Act on the Protection of Personal Information and other applicable laws. The scope of recording, the method of prior notification and consent, the retention period and purpose of use, and the management of access rights are to be clearly defined in the agreement with the implementing company.

The embedded engagement model referred to in this release is premised on strict definition in the agreement with the implementing company of matters including the chain of command and the management of personnel assigned to the work, from the standpoint of legal compliance.

* The information in this news release is current as of the date of publication and is subject to change without notice.

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