



Bell Well Shibuya, K.K.

Company Description

Bell Well Group (Core company: Bell Well Shibuya Co., Ltd.) is a comprehensive telemarketing and BPO (Business Process Outsourcing) services provider with a rich history spanning over 50 years since its founding in March 1974. With a track record of serving more than 23,000 contract clients, the group consists of several collaborative entities, including its core organization Bell Well Shibuya Co., Ltd. (established in July 1997), alongside Bell Well Co., Ltd., Well Corporation Co., Ltd., and Bell Well Solution Co., Ltd.

The group's defining strength lies in its 24/7/365, year-round "urban call centers." Strategically located in central, highly accessible metropolitan areas—including the Shibuya First and Second Offices, Nakano Contact Center, and Ginza Office in Tokyo, as well as the Fukuoka Contact Center in Kyushu—the company effectively attracts and retains highly skilled operators, ensuring the stable delivery of exceptional service quality.

Their core business offerings encompass a wide spectrum of inbound services such as customer support, reservation handling, and e-commerce order management, as well as outbound services like marketing research and sales support. Furthermore, they expertly manage niche demands, including late-night emergency security routing, primary and secondary maintenance ticket handling, product recall emergency hotlines, secretarial assistance, and promotional campaign administration.

In recent years, the group has also expanded into web promotion services, providing end-to-end digital marketing assistance including website development, search engine advertising, and social media management. Additionally, they offer proprietary cloud-based CTI systems, consulting for Privacy Mark (P-Mark) and ISO certifications, corporate training seminars, and staffing services.

The driving force behind Bell Well Group's industry-leading client retention rate is its unwavering commitment to "Customer Delight" and top-tier security standards. The company holds three major certifications: the Privacy Mark (JIS Q 15001) for personal information protection, ISO 9001 for quality management, and ISO/IEC 27001 for information security management. This robust framework guarantees an unparalleled combination of maximum security and premium communication quality, earning the group immense trust from a diverse clientele that ranges from government agencies and municipalities to financial institutions, major e-commerce platforms, and manufacturers.

Guided by their corporate philosophy to "contribute to a prosperous society through interpersonal communication," Bell Well Group values a hospitality-driven mindset. They also place a strong emphasis on fostering a rewarding work culture, having earned the No. 1 ranking in third-party surveys for being the "most supportive" and "easiest to work at" call center outsourcing service. Moving forward, the group continues to enhance its operations to address the evolving and highly sophisticated needs of the modern market, aiming for sustainable growth as an indispensable business partner.

Company Details

Head Office

Japan

Main Business

コールセンターの構築・運営 / 各種調査・データマイニング・コンサルティング事業 / マーケティングサービス

President

平野 宏

Established

1997年07月

Capital

98百万円

URL

<https://www.bellwell.com/>

Offices

Main Office

8F A-PLACE Shibuya Nanpeidai,

