

November 26, 2024
dip Corporation

Safe and secure part-time job communication and stress-free shift adjustments
The new norm for part-time job communication apps, "Baitoru Talk," is now available
for selected users

dip Corporation (hereinafter referred to as "the Company") has jointly developed a new service, "Baitoru Talk" (hereinafter referred to as "the Service"), with iRidge, Inc. (Tokyo Stock Exchange Growth: 3917, hereinafter referred to as "iRidge"), to improve communication between store managers and part-time employees. The Service launches in a testing phase today.



According to the Labor Shortage/Surplus Index (D.I.) announced by the Ministry of Health, Labour and Welfare in September 2024, the shortage of part-time workers was +29 points, marking the 60th consecutive period of labor shortage going back to November 2009. The situation is particularly severe in the "accommodation and food service industry," "service industry," and "lifestyle-related services and entertainment industry."

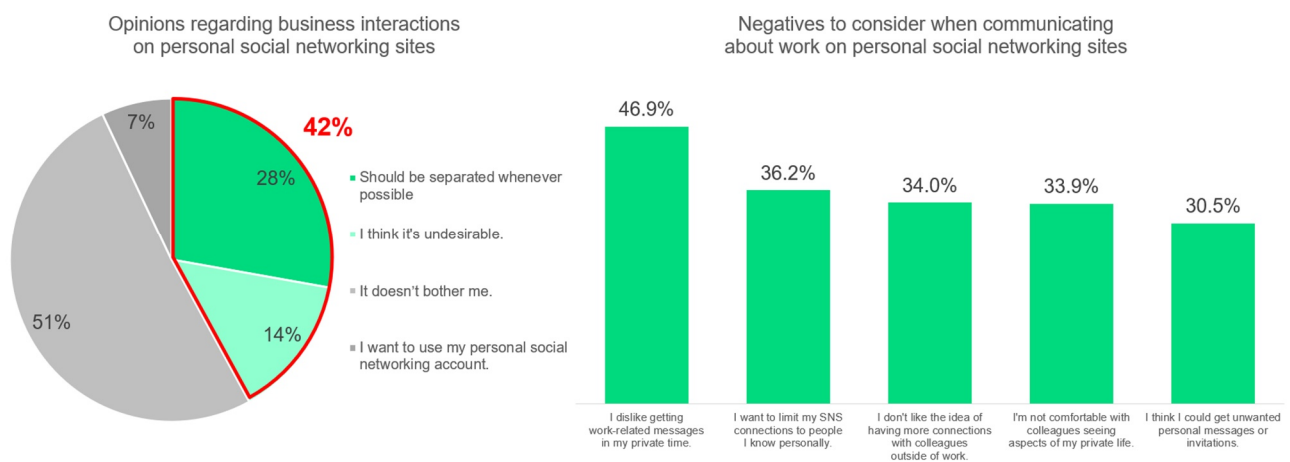
In such circumstances, private social media platforms are often used as communication tools between part-time employees and stores. According to a survey conducted by the Company and iRidge, 42% of part-time employees and 49% of store managers feel there are issues with this current situation (*1). In particular, making shift adjustments is cumbersome, and there are fundamental problems with the current communication methods. To address these communication issues, the Company and iRidge have developed "Baitoru Talk," which

launches in a testing phase today. By next spring, we plan to enhance the functionality of the Service with features such as a "store bulletin board" and "shift adjustments" for a full-scale launch. Through the Service, we aim to solve communication issues and contribute to the realization of a society where everyone can feel happiness and joy in their work.

(*1) dip Research Institute "The Right to Disconnect on Personal SNS - In the Case of Part-Time Work -" <https://dip-soken.com/work/RctxwZkQ>

■ Issues with Using Personal Social Media from the Perspective of Part-Time Employees

42% of part-time employees view work-related communication on personal social media as problematic. The reasons include "wanting to avoid work messages during private time" and "wanting to keep social media for personal connections only."



■ Issues with Using Personal Social Media from the Perspective of Store Managers

49% of store managers view work-related communication on personal social media as problematic. The issues cited include various risks such as "information leaks and harassment," "the mixing of private life and work," and "the hassle of coordinating shifts."

1 Risks associated with personal SNS

Unable to take measures against information leaks or harassment

- Employees may post inappropriate videos or messages
- Chat history may be retained even after employees have left the company
- Impossible to detect and react to harassment

2 Limitations of personal SNS

The mix of personal and work-related messages is confusing for both the manager and the staff member

- Coercing staff to share contact information
- Difficult to recognize people by nicknames (handles)
- Stress resulting from late night/holiday notifications

3 Extra work from shift adjustments

Time spent on coordinating shift changes is excessive and overwhelming

- Shift submissions coming from many individual accounts
- Notifications of shift changes must be done separately
- Mistakes in submitting or posting shifts

■Regarding The Service


The Service is a part-time job communication app that improves communication between part-time employees and store managers. It provides a platform for safe and secure job-related communication and stress-free shift adjustments.

Features Available at Initial Launch

Users can talk with part-time employees, collect requested shifts, and view a list of requested shifts.

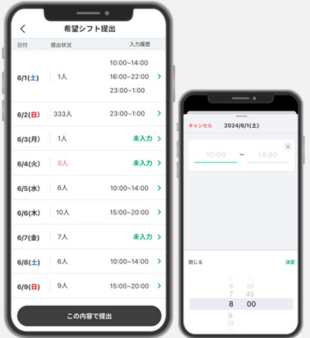
1 Group chat and DM

Managers can contact employees individually or multiple people at once




2 Preferred shift collection

Employees are able to register shifts and submit preferred shifts



3 Display of available shifts

Managers can check the status of employees' requests for preferred shifts and confirm shift submissions



Function Image

Group chat makes it easy to get your preferred shift

Staff A: Hello, this is A. I would like to inform you of my shift preferences for the first week of July.

Preferred Shift Dates:
 July 1 (Mon) 18:00 - 22:00
 July 4 (Thu) 18:00 - 22:00
 July 5 (Fri) 18:00 - 22:00
 *Note: If possible, I would prefer to work 2 to 3 days a week.

Staff B: I can work all days this month! I have a concert coming up, so I would like to get as many shifts as possible!

Staff C: This is C. I can work this week on Wednesday, Saturday, and Sunday from 5 PM. Next week is a bit tough because I have exams.


Store Manager: Getting separate LINE messages from everyone

Drawbacks of using personal SNS accounts


- It's hard to go back through the history because I have separate messages from everyone (Manager)
- It's hard to see everyone's preferred shifts because they're not listed (Manager)
- It's hard to realize who hasn't submitted preferences from the chat history (Manager)

With Baitoru Talk, it's easy to check your preferred shifts

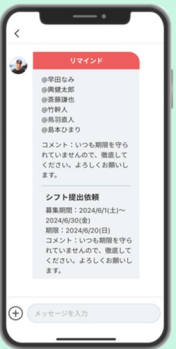
Submitted shift preferences



List of unsubmitted and submitted



Reminder to those who haven't submitted



Benefits for staff

Can see everyone's preferred shifts in one list

Benefits for managers

Easy to send reminders to staff who have not submitted shift preferences

▼Future Service Development Concept



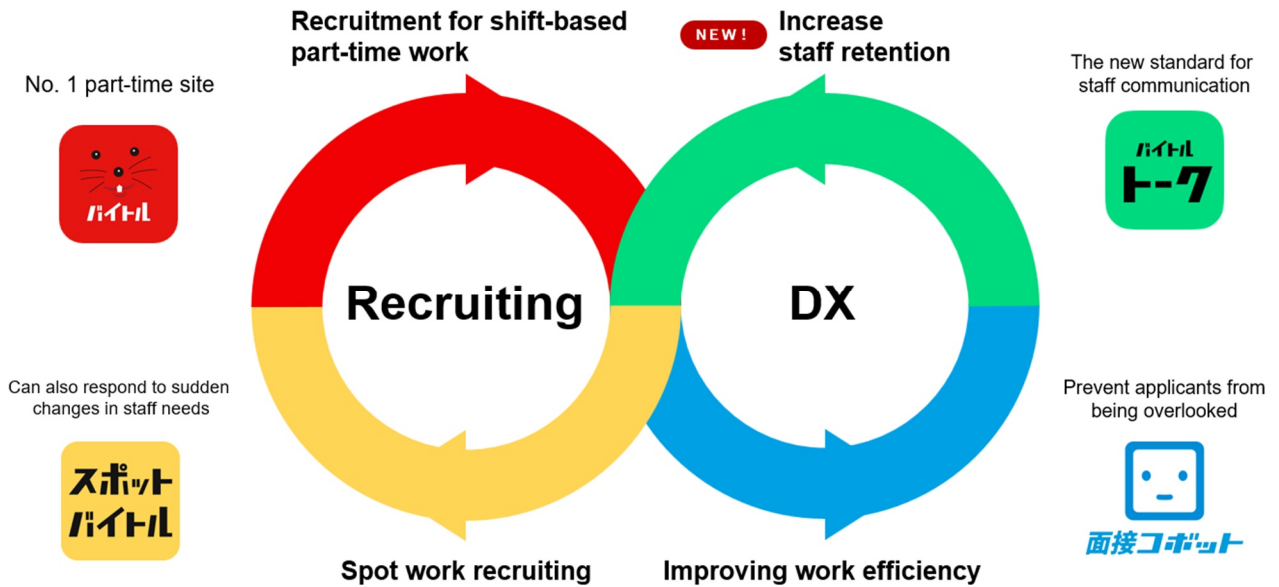
▼Examples of Initial Implementation (Partial Excerpt) (*2)



(*2) Currently in the testing phase.

■ dip Solving Various Issues in the Labor Market

Based on our user-first philosophy, the Company, which operates "Baitoru," one of Japan's largest part-time job information sites, launched "Spot Baitoru" in October this year, a spot job service featuring Japan's first unique function "Good Job Bonus" to enhance the treatment of those who excel in spot work. Additionally, we offer the "KOBOT" series, DX services that automate routine tasks in industries facing labor shortages and efficiency challenges. With the launch of "Baitoru Talk," we aim to improve communication between part-time employees and store managers, thereby addressing various issues in the labor market.



■iRidge Supports a "Stress-Free Employee Experience" with App Technology

More than 60% of respondents said that they were increasingly using smartphone apps to make reservations at stores, ^(*) and the use of apps as essential infrastructure for everyday activities such as shopping and making reservations is progressing. On the other hand, when it comes to business systems, they are less user-friendly compared to those for consumers, but in this environment, there is an increasing number of companies that are aiming to improve productivity through DX by providing "improved experiences through apps" to their employees as well. By working with iRidge, a company with a wealth of experience in supporting official corporate apps (apps for consumers), as a technology partner, "BaitoruTalk" has achieved an interface that can be used intuitively by users of all levels of literacy. We will continue to use apps to create convenient experiences for everyone, from the customer experience (CX) domain to the employee experience (EX) domain.

(*) Source: Hakuodo DY Media Partners "Media Fixed-Point Survey 2024"

■ About iRidge Inc.

iRidge Inc. supports DX (Digital Transformation) across a wide range of fields, including retail tech, fintech, MaaS, and business support, focusing on assisting companies with their app business and business production. In app business support, iRidge has a top-class track record in planning and developing OMO* apps, with the monthly active user count of the apps they handle exceeding 90 million, making it one of the largest in Japan. Their flagship product is "APPBOX," an app business platform that handles everything from development and feature expansion to marketing strategies.

*OMO: Online Merges with Offline - marketing that integrates online and offline.

In business production support, iRidge provides comprehensive assistance from strategic planning of communication design to the planning and execution of initiatives that integrate digital and real-world elements, not limited to apps. Collaborating with its group company, Qoil, iRidge forms teams consisting of producers, planners, and creative directors to offer unique value by transforming "point" consultations into "surface" solutions. iRidge has extensive experience working with industry-leading companies, including major electronics manufacturers, financial service providers, and telecommunications companies.

URL <https://iridge.jp/>

*The company names, service names, product names, etc. mentioned are registered trademarks or trademarks of their respective companies.

Company Profile

dip operates a personnel recruiting service business and a DX business under the vision of becoming a 'Labor force solution company' and works to solve various problems in the labor market with the aim of realizing a society in which everyone can experience the joy and happiness of work. dip is committed to contributing to the realization of a sustainable society through its business activities under its corporate philosophy, 'Here at dip, we want to tap into dreams, ideas and passion to create a better society'.

Company name:	dip Corporation
Representative:	Hideki Tomita, Representative Director, President and CEO
Headquarters:	Roppongi Grand Tower 31F, 3-2-1 Roppongi, Minato-ku, Tokyo
Tel:	+81-3-5114-1177 (main)
Established:	March 1997
Capital:	1,085 million yen (as of February 28, 2024)
Number of employees:	2,964 (full-time employees as of April 1, 2024; excluding contract, part-time and temporary employees)
Business activities:	Operation of job information sites such as Baitoru, Baitoru NEXT, Baitoru PRO and Hatarako.net; development and provision of nurse career change support service, Nurse de Hatarako, and DX service, KOBOT; and others
Stock exchange listing:	Tokyo Stock Exchange (Prime Market)
Net sales:	53.7 billion yen (fiscal year ended February 28, 2024)
Corporate website URL:	https://www.dip-net.co.jp/en

Contact

PR Team, dip Corporation <https://campage.jp/dip/contact>