

Press Release

‘Sophie’ – This Employee comes with plenty of (Artificial) Intelligence

Dietzenbach, January 2025: MORITA EUROPE is now the first company in the dental industry to implement an AI avatar for customer service. *Sophie* is available to customers 24/7 as a lifelike conversational partner. She has been trained with relevant knowledge about the Morita company and selected products in the field of endodontics. Her knowledge will gradually expand to cover other product areas and topics.

Morita Introduces Avatar *Sophie*

With *Sophie*, MORITA EUROPE presents a video-realistic, AI-based employee who competently supports customers with questions about the company and selected products. Initially, the avatar was equipped with extensive knowledge of key endodontic products, including Root ZX mini, Tri Auto ZX2+, and MANI endodontic files. Following her successful launch in the German market, *Sophie* will gradually expand her expertise to additional topics and product areas and will be able to communicate in the languages of other European markets.

A Forward-Looking Approach: Lifelong Learning with AI

Inspired by the corporate philosophy of its Japanese parent company, MORITA EUROPE has defined seven core values that shape its actions, including an uncompromising commitment to customer service and the principle of lifelong learning. Morita now combines both values in a groundbreaking project—the introduction of the AI avatar *Sophie*, who will continuously evolve to take customer support to a new level.

User-Friendly: Redefining Customer Service

Markus Pein, COO and Member of the Board at MORITA EUROPE, explains: "At Morita, the continuous improvement of our customer service and customer satisfaction is our focus. For this, we are also exploring new avenues, such as with

Sophie. By using an avatar, we are leveraging the opportunities of digital communication and emphasizing our commitment to combining innovation and customer proximity. Instruction manuals and explainer videos are relics of the analog era and are often not very user-friendly. Product concerns, on the other hand, can be resolved quickly and easily in a direct conversation. During our service hours, we are, of course, personally available for our customers. Thanks to *Sophie*, however, our customers now have a reliable contact person around the clock."

More Than Just a Chatbot: Conversational Support 24/7

The name *Sophie* was not chosen by chance. It comes from ancient Greek and means "the wise" and "the knowledgeable." Unlike conventional chatbots, *Sophie* acts as a lifelike avatar who is conversational and highly competent. She complements the human team at Morita without replacing it and provides support even outside regular business hours, including weekends and holidays.

The avatar was developed in collaboration with Essen-based go AVA GmbH, tailored to Morita's specific requirements. Lara Dörner, co-founder of go AVA GmbH, emphasizes the conversational capabilities of their solution:

"Our AI avatar can bring a new dimension to Morita's customer service. By being trained on specific data, *Sophie* ensures well-founded responses and continuous availability. This makes customer care smarter and more personal at the same time."

For more information about MORITA EUROPE, visit www.morita.de

Figure:



Fig.: Morita presents the avatar *Sophie*: lifelike, conversational, and always available. The reliable contact person *Sophie* enhances customer support without replacing Morita's human team.

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About Morita:

The Morita Group is one of the leading manufacturers of medical technical products. The traditional Japanese company, with sales companies in Europe, USA, Brazil, Australia and Africa, provides a wide range of products. Leading the way in X-ray diagnosis and endodontics, the product portfolio offers high-



performance imaging systems, including 3D volume tomography, treatment units, turbines, straight and contra-angle handpieces, instruments, and endodontic measuring and preparation systems. With a great emphasis on quality and continuous research, over 2,000 employees worldwide focus on the needs of users and dentists. In this way the spirit of Junichi Morita, who founded the company in 1916, lives on. Morita, now in its third generation of family ownership, is under the management of Haruo Morita.