

February 12, 2019
Kakaku.com, Inc.
KDDI Corporation

Kakaku.com, KDDI to use “Tabelog” and “au PAY” to Jointly Help Restaurants Attract More Customers

-Companies to coordinate on construction of big data analysis platform to support restaurants-

Kakaku.com Inc. (“Kakaku.com”) and KDDI Corporation (“KDDI”) today announced that they will collaborate through Tabelog (a website operated by Kakaku.com), and au PAY (a smartphone payment service that KDDI will launch in April, 2019) to jointly acquire new au PAY affiliate restaurants while helping restaurants to attract customers.



Operated by Kakaku.com, Tabelog, which is used by approximately 100 million users per month, is one of the largest restaurant search and reservation websites in Japan. The reservation service, which allows users to confirm availability of seats at restaurants and make reservations online round-the-clock using smartphones and other devices, is rated highly and is steadily expanding the number of users and affiliated restaurants.

KDDI has been strengthening its payment business leveraging the business base of “au Kantan Kessai” (Easy Payment) and "au WALLET". KDDI will launch au PAY, a new smartphone payment service using barcodes and QR codes, in April 2019. The au WALLET app will be able to start using au PAY by following some simple steps and can use their au WALLET balance and WALLET points to make payments at stores.

The companies intend to link au PAY and Tabelog, to jointly work towards acquiring au PAY affiliated restaurants and attracting customers to these restaurants. Restaurants where au PAY can be used will be introduced to Tabelog users, and customers will also be rewarded with points for using au PAY at restaurants listed in Tabelog.

Further, from February 2019 onwards, the companies will jointly build a data platform for carrying out big data analysis (hereinafter “joint analysis platform”). The joint analysis platform, will be utilized to manage in an integrated manner the gender, age and other attribute data owned by KDDI and the consumption pattern data, etc. owned by Kakaku.com. Supership Inc., a KDDI Group company, will utilize AI technology etc. to carry out advanced big data analysis*. Based on this data analysis, the companies intend to offer optimal proposals to customers based on consideration of their particular needs, while also providing support to stores affiliated with the “Kakaku.com” and Tabelog websites to help them attract customers.

By combining and utilizing the assets owned by both companies, Kakaku.com and KDDI aim to develop their respective businesses and create new businesses by building new experience-based value.

* Analysis will be carried out only on data for which the customer has given consent and the data thus used will be stored in an anonymous format which will not identify the individual.