Consumer Issues

KDDI takes into sincere consideration the feedback from all its service users in order to improve customer satisfaction by providing more secure and higher quality information and communications services.

<Material Issue1> Creating a Safe and Secure Information and Communications Society

We introduce a wide range of activities aimed at realizing a society in which everyone has safe and secure access to abundant information and communication services.

- Ensuring Safety and Security
- Providing Products and Service that Offer Users Peace of Mind
- Communication with Society for Safety and Security

<Material Issue2> Offering Reliable Information and Communications Services

As a telecommunications operator that supports the social infrastructure, KDDI believes that its utmost responsibility lies in continuing to provide customers with stable services of consistently high quality. We undertake a wide range of initiatives to achieve this goal.

- Providing Reliable Service
- Technology Development and Environmental Enhancement for Improved Communications Quality
- Initiatives in Preparation for Emergencies

For Our Customers

KDDI's commitment to customer satisfaction, by each person from top management down to individual employees, is the foundation of its business activities.

- Always with Customers
- Strengthening Communications with Customers
- Easy-to-understand Advertisements
- Project for Bridging the Digital Divide

<Material Issue 1> Creating a Safe and Secure Information and Communications Society

KDDI supports increases in information literacy and strives to develop products that are easy to use, so that children and seniors can also employ mobile phones as beneficial tools. Through a variety of initiatives, we are working to provide safe and secure information and communications services for society to use.

Ensuring Safety and Security

We continue to work to create a usage environment where young people can use our information and communication services safely and securely while keeping out of trouble.

Providing Products and Services that Offer Users Peace of Mind

KDDI strives to offer products and services for stress-free telecommunications.

Communication with Society for Safety and Security

Through linkage with the government, industrial world, and individuals involved in education, KDDI is maintaining an environment that allows safe and secure usage of mobile telephones and the internet and implementing educational activities to improve information literacy.

Ensuring Safety and Security

Efforts for Safety and Security

Basic Policy on Safety and Security

KDDI strives to create a social environment for information and telecommunications that allows children to communicate safely and securely. To that end, we have created the KDDI Basic Guidelines Concerning Safe and Secure Communication for Young People.

KDDI's Basic Guidelines Concerning Safe and Secure Communication for Young People
At KDDI we are working to safeguard young people from trouble arising from communication services such as mobile phones and the internet. We will continue to work to create a truly safe and secure society while building smooth communication services for young people.

Holding KDDI Mobile Phone Learning Class Safety and Security Seminars


KDDI Mobile Phone Learning Class Safety and Security Seminar under way

In FY2005, KDDI, Okinawa Cellular Telephone Company and KDDI Group Welfare Association [1] began conducting the KDDI Mobile Phone Learning Class - Safety and Security Seminars throughout Japan as a way to educate children on the safe and secure use of mobile phones and the internet. The class provides the necessary information on rules and etiquette and teaches them how to identify trouble and protect themselves.
As a result of actively holding the class and targeting elementary, junior high and senior high schools as well as parents, guardians and teachers, in FY2013, the class was held a total of 3,186 times, a 62% increase on the previous year, for some 550,000 participants. This brings the total number of classes to 9,650, for 1.76 million people between FY2005 and the end of FY2013. Comments from the participants include, “The instructor explained how to deal with incidents and trouble in an easy-to-understand way” and “It made me think about the use/misuse of mobile phones and about the rules we must follow.” The communication methods that children use, including mobile phones, smartphones and the internet, grow more sophisticated and diverse with every passing year. To meet requests to respond more appropriately to these needs, we review our program each year in an effort to augment our courses. In FY2014, we aim to make the courses easier to follow and to enhance the quality.

[1] KDDI Group Welfare Association holds classes for elementary schools.

❏ KDDI Mobile Phone Learning Class - Safety and Security Seminars (Japanese)

<TOPICS> Aoi Zemi

KDDI, in collaboration with AOI Pro. Inc., provider of the Aoi Zemi live-streamed online lecture service, held a special KDDI Mobile Phone Learning Class at KDDI Mugen Labo’s fifth demo day on January 31, 2014. Combining the expertise of KDDI Mobile Phone Learning Class which is held in schools throughout the country and the expertise of the AOI online lecture service, it was an experiment in internet lessons on safe and secure use of mobile phones.
Junior high school students who participated commented, “I really learned a lot from this class!” “It was a valuable class and very relevant to me” and “It taught me that I must think for myself.” KDDI will continue to work toward the realization of a safe and secure information and communication-oriented society and the development of the community.

Offering the KDDI Mobile Phone Learning Class for Seniors


KDDI Mobile Phone Learning Class for Seniors

KDDI also offers a class for seniors. We offer the Mobile Phone Course for Seniors and the Smartphone Course for Seniors, designed for people who do not have mobile phones or are not sure how to use them. KDDI employees serve as instructors on these courses. After liaising with local governments, they visit regional facilities, providing video content and lending an au Simple Phone or smartphone to each person taking the class. Participants learn the basics of how to operate mobile phones and smartphones, gaining experience in sending e-mail and using the internet. In FY2013, we held these classes 202 times for approximately 4,300 participants. Following requests from participants for “more detailed instruction in how to use and how to get the most out of mobile phones,” we are reviewing the program.
Going forward, while taking on board participants’ views, we plan to continue this support with the aim of helping seniors enjoy using mobile phones and smartphones effectively as well as safely and securely.

❏ KDDI Mobile Phone Learning Class for Seniors (Japanese)

<TOPICS> Participating in the Information Accessibility Forum and Mimi-no-Hi (Ear Day) Cultural Festival

KDDI participated in the 1st Information Accessibility Forum, held on November 23 and 24, 2013, and the 43rd Mimi-no-Hi Cultural Festival, held on March 2, 2014. The Information Accessibility Forum is organized by the Japanese Federation of the Deaf with the aim of eliminating barriers for persons with impaired hearing, and the Mimi-no-Hi Cultural Festival is held annually by the Tokyo Federation of the Deaf to coincide with Mimi-no-Hi (Ear Day) on March 3rd to provide general support for persons with hearing difficulties.
Visitors to the KDDI booth had the opportunity to try out mobile phones and smartphones equipped with Smart Sonic Receiver, a function jointly developed with Kyocera Corporation that makes the caller’s voice easy to hear, as well as the trial Volume Boosting Handset, Volume Boosting Simple Phone and Sound Concentrating App. In one scene, a visitor with an implanted cochlear who tried the Smart Sonic Receiver-equipped Urbano smartphone was delighted to be able to hear the voice on the mobile phone. Many voices also called for more detailed explanation by sign language support.

KDDI booth gets lots of visitors (1st Information Accessibility Forum)


KDDI employees explain by sign language and written messages (43rd Ear Day Culture Festival)

Keeping Children Out of Danger

Societal Problems Involving Children

Many parents worry about whether to give their children mobile phones or not, because while they want to keep their children safe, they are concerned about overuse and the possibility of getting into trouble via the Internet.

“mamorino3” au Mobile Phones for Children


mamorino3

KDDI sells “mamorino” au mobile phones for children in the lower grades of elementary school as a way of keeping them safe. In March 2011, we launched the “mamorino2” and in January 2013 the “mamorino3”.
“mamorino” phones are a recommended product of the National Congress of Parents and Teachers Association of Japan and the National Federation of Kodomo-Kai [2], and are supported by many parents.
“mamorino3” phones only allow calls and mails to and from a maximum of 10 registered people, rejecting calls and mails from unregistered phones, and automatically send GPS-based location information at fixed times. Parents can also use the Anshin Navi system to check where their children are at any time and the phones can receive Emergency Rapid Mail and use Disaster Message Boards and emergency voicemail services. There is an additional service whereby when the security buzzer goes off, it automatically alerts SECOM Co., Ltd., and an employee hurries to the scene (a separate contract is necessary for this service).
Furthermore, access to the internet is blocked, so there is no worry about children getting caught up in “cyber-bullying.”
KDDI will continue to provide products and services which contribute to the resolution of the societal issue of children’s safety and security.

[2] Certification number: KSM-P001

- ❏ mamorino 3 (Japanese)
- ❏ Teens Mode (Japanese)
- ❏ mamorino 3 review meeting by KDDI moms in Time & Space Online (Japanese)

Provision of “Age Confirmation Service”

KDDI has provided the “Age Confirmation Service” since January 2011. For the purpose of safely and securely using online community services such as social networking sites and blogs, with prior consent from the customer, this service transmits age information [3] from KDDI to the site provider when the customer uses a community site that requires age confirmation.
This is in compliance with the requirement for CGM [4] content providers to ensure age authentication as part of the youth protection policy in relation to using CGM services.
Furthermore, KDDI has taken timely actions on the SNS “GREE,” which is jointly operated with GREE, Inc., to protect youths and their sound development. Our actions include the expansion and improvement of the site patrol system, setting up age restrictions on certain functions, and educational activities on and off the site. We believe that the introduction of this service will be conductive to the improved safety and security of our customers.

[3] Age information: Information that indicates whether the potential user has reached or is under the age specified by the content provider. This information is based on the customer’s date of birth used in the mobile phone subscription, or if user registration is submitted, the user’s date of birth used in the registration; the actual date of birth and age are not transmitted. If user registration is submitted, user’s age information is transmitted.

[4] CGM (Consumer Generated Media): Collective term for media in which consumers contribute their own content; examples include social networking services (SNS), blogs, and word-of-mouth sites.

Filtering Services

KDDI encourages the use of filtering services to prevent young people from getting involved in unpleasant situations by accessing harmful sites. We offer appropriate filtering services according to the age of the child and the type of terminal used, and in the case of minors, unless the parents opt out, subscription to the filtering service is included in the au mobile phone contract.

Settings & service guides are distributed in au shops

In November 2012, KDDI became the first mobile phone carrier in Japan to provide a Wi-Fi-enabled browser app-type filter service for Android™ smartphones, Safety Access Service for Android™, featuring Japan’s first app filtering function.

Furthermore, with the provision of Safety Access for iOS [5] for iPhone and iPad in June 2013, and in response to parents’ concerns about use at night and use by children in the lower grades of elementary school, the addition of features restricting use times and call contacts to Safety Access for Android™, we are working to improve services to ensure that children can use smartphones as safely and securely as au mobile phones.

[5] Safety Access for iOS does not support the app filtering function. App filtering suited to age can be applied by enabling restrictions on the iPhone or iPad.

- ❏ Safety Access Service (Japanese)
- ❏ Safety Access Service for Android™ (Japanese)
- ❏ Safety Access Service for iOS (Japanese)

Anshin Security Pack Services for Smartphones

KDDI operates Anshin Security Pack services so customers can use smartphones more securely.
The Anshin Security Pack is a package of several security services enabling not only current au smartphone users but also new users to use au smartphones more safely and securely. Included in the pack is a secure platform developed by Good Technology Inc. [6] which allows for remote locking and location searches in case the phone is lost; Trend Micro Inc.'s Virus Buster for au which protects the device from illegal sites, including one-click fraud sites, harmful sites for young people, and dangerous apps; and OPTiM Corporation's [7] remote support service through which operators can remotely operate and change settings of smartphones.

[6] Corporation that provides secure platforms for Android devices

[7] Corporation that provides comprehensive IT solutions

❏ Anshin Security Pack (Japanese)

Content Patrol

To ensure the safety of appealing content, KDDI works together with business partners to monitor content of the EZweb official website and various other contents. Human eyes and a content patrol system are used to find inappropriate content and direct the content provider to make suitable changes, and KDDI is constantly working to maintain and improve the quality of the content for protecting the safety and security of users.

Member of the patrol office

Providing Products and Services that Offer Users Peace of Mind

Offering Secure Products

“Anshin GPS” lets you check location information at any time by remote control

Anshin GPS

KDDI provides “Anshin GPS” to enable you to check the location information at any time by remote control from a pre-registered au smartphone.
Launched in December 2013, the small, light “Anshin GPS” can be easily attached to a car, motorbike, bag or other object, allowing you to check its current location immediately should it be lost or stolen. The function to send an alert when a specified area is entered or exited or to send location information at preset times is useful for parents who want to check that their children are safe. Furthermore, there are additional services whereby, when the emergency buzzer is pressed, an alert is sent to a pre-registered au smartphone, or SECOM Co., Ltd. is automatically alerted and an employee hurries to the scene. (A separate contract is necessary for these services.)
In addition, the device is equipped with a pedometer function and calorie counter as aids to daily health management.

Total sales of au mobile phones fitted with Smart Sonic Receiver® top 1 million


URBANO L2

Total sales of au mobile phones equipped with the Smart Sonic Receiver® which allows the accurate transmission of voices by sound and vibration passed the one million mark in June 2013.
Jointly developed by KDDI and Kyocera, Smart Sonic Receiver® is a function that transmits clearer voice quality to the user than conventional receivers through vibration of the display screen.
This function is provided on the URBANO PROGRESSO series from the model launched in May 2012 until the latest URBANO L2.

*URBANO L3 has been released since June 28, 2014.

Augmented Hearing Phones for the Elderly and Hard-of-Hearing

As well as developing Smart Sonic Receiver technology for transmitting the other party's voice by sound and vibration on "new hearing smartphones," announced at CEATEC in 2011, KDDI has produced prototypes of Augmented Hearing Phones with new augmented hearing functions.
Based on the Simple Phone K012, Augmented Hearing Phones are designed for the elderly and hard-of-hearing with many different ways of fine-tuning to suit hearing levels, including a frequency equalizing function which adjusts the receiver volume higher to match customers' hearing, and a dynamic range compression function so the speaker can be heard even when he or she is speaking quietly. Furthermore, it is possible to listen using the Smart Sonic Receiver's wide receiver area, and as the volume does not suddenly change if listeners move their phones away from their ears to some extent, there is no need to worry about a sudden increase when held against the ear.
KDDI will continue to develop new products to provide customers using its mobile phone services with peace of mind.

Augmented Hearing Phones

The Simple Phone K012 Designed for Easy Use by Anybody

Targeting a mobile phone that customers of all ages can use easily, KDDI provides the Simple Phone series with such features as one-touch dialing to registered numbers, an easy-to-see screen display, and user-friendly design.

Our Simple Phone K012, launched in summer 2012, was developed not only for the elderly but also for visually-impaired customers.
Functions and services designed for visually-impaired customers include a text-to-speech function for operating instructions and emails that works even in manner mode and an improved, easier-to-use key design. We are also increasing convenience through such initiatives as making PDF instruction manuals on our website compatible with text-to-speech software.

❏ Simple Phones

The Simple Phone K012

"au Smart Pass Secure App Verification" for Android™ Devices

KDDI provides au Smart Pass Secure App Verification for applications offered by the au Smart Pass service for au Android™ terminals. Using a security check tool developed by KDDI R&D Labs, the service detects not only existing malicious applications but unknown malicious applications. KDDI will continue to work toward enabling secure and safe use of applications.

Offering Secure Service

Free Privacy Policy Creation Support Tool for Smartphone App

To enable safe, secure and easy use of smartphone apps, in September 2013 KDDI and KDDI R&D Labs made this tool to support privacy policy creation available for free.
With the growing ubiquity of smartphones, there is concern from the perspective of privacy about the existence of apps that send users' information to external parties without users' consent. This tool is promoted by the Ministry of Internal Affairs and Communications and is introduced to European and US government agencies as an example of Japan's initiatives.

Braille Request Service

KDDI operates a braille request service for visually-impaired customers through which it is possible to receive monthly usage billing information in braille (including amount charged and breakdown).

❏ Braille Request Service (Japanese)

Smile-heart Discount

Mobile phones are becoming more and more indispensable in people's daily lives. "Smile-heart Discount" has been introduced to make au mobile phones easier to use by providing discounted rates for disabled persons.

❏ Smile-heart Discount (Japanese)

Sign Language Support Service

KDDI provides electronic writing pads at all au shops throughout Japan to aid customers with hearing or speaking difficulties. In addition, at "au NAGOYA" and au shops centered in the Tokyo metropolitan area, staff who are conversant in sign language are available to assist with purchasing, explain how to use devices, and provide repair support.

❏ Sign Language Support Service (Japanese)
▸ Introducing a "Sign Language Support System" Using Tablets

Safety of Electrical Waves

Over the past few years, mobile phones and other wireless systems have come to be used in daily life. As we gain more opportunities to use such emitters of electrical waves in familiar settings, there has been a rising interest in the effects of such radiation on the human body and on medical devices.
The Ministry of Internal Affairs and Communications created the “Radio Radiation Protection Guidelines” to enable the safe use of electromagnetic fields, and regulations have been introduced in accordance with these guidelines. The Radio Radiation Protection Guidelines are equivalent to international guidelines advocated by the World Health Organization (WHO) and were created to keep electromagnetic radiation within a range ensuring an adequate safety ratio, in accordance with the results of international research. Experts from WHO and other international institutions are in consensus that no safety issues will be posed if these guidelines are met.
We take great care to ensure that the electromagnetic radiation from our base stations poses no threat to safety. In order to ensure this, we design, build, maintain and periodically inspect our mobile phone base stations in strict compliance with the relevant laws and regulations, including the Radio Radiation Protection Guidelines stipulated in the Radio Law and the Building Standards Law, as well as local government ordinances.
KDDI is also committed to providing accurate information to all. We actively collaborate with relevant organizations on research and testing relating to the impact of electromagnetic radiation from mobile phones on the human body and on medical equipment, and we strive to stay abreast of trends in research into the safety of electromagnetic waves, both in Japan and internationally.

Measures Against Money Transfer Scams

Money transfer scams are on the rise again. KDDI is fully aware that this is a societal problem, and we are taking the following measures to prevent fraudulent mobile telephone and PHS subscriptions through the Telecommunications Carriers Association (TCA).

- Enhancement of identity confirmation through restrictions on payment methods for usage fees in individual subscriptions
- Enhancement of screening through the sharing among mobile telephone and PHS providers of subscriber information for lines where identity confirmation is not possible
- Prevention of mass fraudulent subscriptions through restrictions on the number of subscribed lines during the formation of individual subscriptions

We will continue to strive to prevent fraudulent subscriptions and increase awareness of money transfer scams as well as enhance our actions to eradicate crime.

❏ Measures Against Money Transfer Scams (Japanese)

Communication with Society for Safety and Security

Education Activities Through Japan Smartphone Security Forum

KDDI joined, as one of the originators, the preparatory association for establishing the Japan Smartphone Security Forum (JSSEC) in February 2011. JSSEC's 157 members as of March 31, 2014, including telecommunications carriers, equipment manufacturers, application developers, system integrators and other relevant organizations, cooperate in conducting efforts to create a safe and secure environment for smartphone users. KDDI currently participates as a core member.

Through JSSEC, KDDI will continue to create guidelines and conduct education activities aimed at improving security for smartphone application and service providers and users.

❏ Japan Smartphone Security Forum

Participation in the Safe Net-making Promotion Conference


Safe Net-making Promotion Conference

For the purpose of organizing a safe and secure environment for using the Internet, KDDI is a party to the Safe Net-making Promotion Conference, which is formed by users, the business sector, educational personnel and other interested persons.
The Conference upholds the Internet Declaration "Motto Good Net" (Better, Safer Internet) as a national movement engaging the whole Japanese population for the protection of children from harmful information on the Internet and safe use of the Internet by everyone alike. The Conference holds educational events around the country and studies and proposes issues relating to smartphones. As an active member of the Conference, KDDI endeavors to develop an environment in which young people can safely and securely use the Internet as well as pursuing improvements in general media literacy.

❏ Safe Net-making Promotion Conference
❏"Mobami Mobile Phone Family" website provided by the Safe Net-making Promotion Conference where families can learn about the rules for using mobile phones safely (Japanese)

Participation in the e-Net Caravan


e-Net Caravan

Internet use has quickly expanded across homes and educational spheres, which also has increased the chances of youths coming into contact with the Internet. While the Internet allows young people to reap tremendous benefits, more youths are getting drawn into trouble through the Internet. To protect young people from Internet-derived troubles, it is important to promote an understanding of how to use the Internet safely among parents, guardians, and teachers.
KDDI has joined the e-Net Caravan, which is an initiative undertaken by the Ministry of Internal Affairs and Communications and the Ministry of Education, Culture, Sports, Science and Technology and various related companies and organizations. Under this initiative, we dispatch instructors continuously to “e-Net Safety Lectures” targeting parents, guardians and teachers. Employees of KDDI and KDDI Group companies are registered as instructors, actively promoting safe and secure Internet use.

❏ e-Net Caravan Official Website (Japanese)

<Material Issue 2> Offering Reliable Information and Communications Services

As a telecommunications operator that supports social infrastructure, KDDI believes that its utmost responsibility lies in continuing to provide customers with stable services of consistently high quality. We undertake a wide range of initiatives to achieve this goal.

Providing Reliable Service

In order to continually supply customers with high quality and stable service in our role as a total telecommunications carrier upholding the foundation of society, we implement service quality control and communications network surveillance and control.

Technology Development and Environmental Enhancement for Improved Communications Quality

KDDI is committed to improving service and developing an agreeable communication environment for each and every user. We deliver reliable, high-quality information and communications Technological Development service anywhere, anytime.

Initiatives in Preparation for Emergencies

KDDI implements disaster measures in order to be able to continuously provide stable information communications services even in times of disaster.

Providing Reliable Service

Service quality management

Offering Reliable Information and Communications Services

At KDDI, we have a lot of communications facilities including optic cables and mobile phone base stations which are maintained and managed by a nationwide network of operations departments and technical centers.
KDDI's Operation Center centrally monitors communications nationwide 24 hours a day, 365 days a year. It is responsible for appropriate communication control as well as recovery work in cooperation with operations departments across Japan in the event of failure.
With regard to service quality, we are constantly working to offer high-quality, reliable communication services by building, analyzing and improving the facilities and operation system in accordance with our own strict standards based on our management system.

Network Service Enhancement Project

We launched the "Network Service Enhancement Project" with the aim of identifying and speedily rectifying issues, based on customer feedback through our communication network service. Through this project we aim to solve problems promptly by a system that cuts across relevant departments including sales, operations, products, and technology and equipment.

Maintenance and operation of global network

KDDI connects communications providers around the world to their networks. In cooperation with these companies, we maintain and operate a global network linking all parts of the world.
As well as offering high-quality international communication services using highly reliable optic submarine cables, KDDI aims to offer services using new technologies centered on its IP services.
In addition, through a direct tie-up with INMARSAT (headquarters in London), we offer INMARSAT services using satellite communications, enabling call and data transmissions in every region of the world with the exception of the North and South Poles.

❏ INMARSAT service

Multiple Surveillance and Controlling Operation Centers

In order to provide secure information communications services to customers, KDDI uses the following seven centers to constantly assess communications status. The Mobile Operation Center is in charge of surveillance of the au mobile phone network. The Server Operation Center is in charge of surveillance of the server facilities. The Network Operation Center is in charge of surveillance of landline backbone circuits. The Technical Service Center is in charge of surveillance of private corporate lines and VPN lines. The IT Outsource Center is in charge of surveillance of individual solution equipment and operation of the data center. The Security Operation Center is in charge of detection, analysis and defense against cyber attacks. The Global Network Operation Center is in charge of overall surveillance of international circuits. These centers operate 24 hours a day, 365 days a year.
These centers are linked to their related divisions in each region to allow prompt and accurate response in the event of obstructions.

Response to Product Accidents and Base Station Construction

Response to Product Accidents and Bugs

When an accident or bug involving a KDDI product occurs, a report is sent to the Product Accident Response Desk in each relevant department at KDDI, and a response plan is promptly established upon consultation with the Survey Committee, which is chaired by the president. Customers are also notified immediately in the event of a serious accident, and thorough reports are filed with the authorities.

Auditing of Base Station Equipment Production Plants

KDDI conducts thorough quality control of equipment to be used in mobile phone base stations to ensure a stable communication environment for customers. Because failures in base station equipment can lead to communication difficulties over a whole area, we perform audits at plants which produce equipment for KDDI base stations.
Audits consist of tests for a variety of causes of malfunctions and defects, and strict checks of production processes and the production environment. If there are problems, we communicate them to the plant and take painstaking preventative action against breakdown of equipment.
To allow our customers to use mobile phones and smartphones with peace of mind, we will continue to ensure our manufacturers understand KDDI's quality control philosophy and work together with plants to reduce the number of equipment malfunctions.

Setting up au mobile phone base stations and neighborhood care

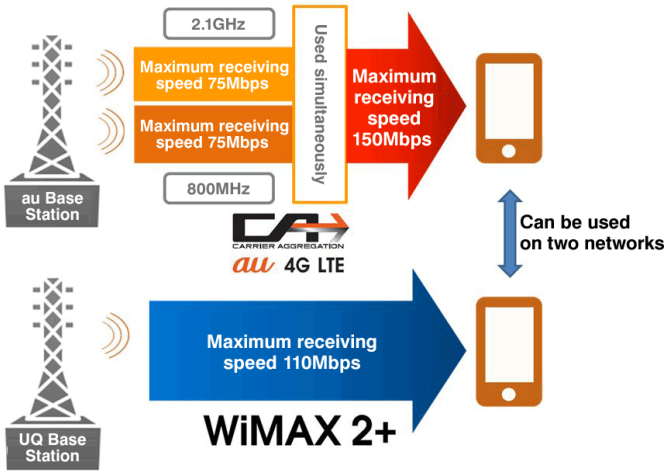
With the aim to provide a reliable communications environment to au mobile phone users, KDDI sets up au mobile phone base stations in all parts of Japan in order to support new services and improve service area quality.
For the design and construction when setting up a new base station, we abide by the Radio Act, Building Standards Act, and other relevant laws and regulations as well as municipal ordinances and guidelines.
Furthermore, in cases where the construction is expected to cause a nuisance or inconvenience to the neighborhood (for example, due to the traffic of construction vehicles and noise from construction) or if we received inquiries regarding an au mobile phone base station, KDDI provides general information about the base station and explanation of the construction work so that we can earn the understanding and cooperation of the neighborhood.

Technological Development to Improve Communications Quality

High-Speed Communication with LTE-Advanced (CA) and WiMAX 2+ Technologies

In FY2014, KDDI will launch sales of smartphones and tablets that support two next-generation communications networks, Carrier Aggregation, an LTE-Advanced technology based on the next-generation high-speed communication standard LTE, and WiMAX 2+. The network is selected automatically depending on the customer's usage environment, further enhancing high-speed data communication. [1]
Carrier Aggregation technology allows LTE data communication simultaneously in multiple frequency bands. By aggregating data received in different frequencies, a maximum transmission speed of 150Mbps is achieved.

* WiMAX +2 is an ultra-high speed communications service with a maximum receiving speed of 110Mbps offered by UQ Communications.



[1] A connection is made to the network that KDDI deems has the least amount of traffic, in accordance to traffic and other conditions.

▸ Highlight1 KAIZEN

Providing a Convenient Usage Environment

Providing Area Quality Information Transmission Function for 4G LTE Smartphones (Android ™)

KDDI expanded the availability of its Area Quality Information Transmission Function from au mobile phones to 4G LTE smartphones (Android™) in March 2013 [2] .
The Area Quality Information Transmission Function detects and collects information on quality, signal condition and location during voice calls and data transmission and automatically sends it to au for the purpose of further improving the quality of the au service area. The area quality information sent to au is analyzed statistically and used for improving the signal quality in places where transmission errors and slow transmission speeds were experienced.

[2] This function is only available with the prior consent of the customer. No personal information is handled. Furthermore, no communication charges are generated by automatic transmission of the automatically detected information.

“Employees Building the au Area!” Working Together Companywide on Bandwidth Reorganization Initiatives

In line with mobile phone bandwidth reorganization, from April 2012 KDDI has launched the “Employees Building the au Area!” initiative to increase the post-reorganization signal area and to improve points of deterioration. As part of this movement, employees use specialized handsets and applications to search out points where the new bandwidth cannot be used. We have set up an internal scheme that allows failure points to be declared and are publicizing progress toward their improvement on a portal site. By working together on this initiative throughout the Company, we have succeeded in improving signal quality to the same level as or better than before the bandwidth reorganization.
Following bandwidth reorganization, we plan to leverage this initiative to increase ultrahigh-speed “4G LTE” data communications and Wi-Fi quality. Amid ongoing changes in the radio wave environment, this scheme, whereby employees take the initiative to enhance quality throughout the service area, is bringing the Company closer together.

Providing High Quality International Videos


KDDI employees on 24-hour standby (in the international broadcasting center in Sochi)

During the 22nd Winter Olympics held in Sochi, Russia, from February 7 to 23, 2014, KDDI received a blanket order for international transmission of the Sochi Olympics from the Japan Consortium, composed of NHK and commercial networks, as well as from NHK and broadcasting stations in Tokyo. To ensure that videos of the events taking place in Sochi would be delivered to Japan without interruption in case of system failure, the images were transmitted by a “round-the-world ring” consisting of a “westward route” via the UK and USA and an “eastward route” across Russia via the Russia-Japan Cable Network (RJCN) of submarine fiber optic cables linking Nakhodka and Naoetsu. During the Olympics, a 10-strong team was on 24-hour standby in the international broadcasting center set up in Sochi, delivering videos full of excitement and drama to Japan by an all-KDDI support system.

Improvement of Communications Environment by Home Visits

As part of the efforts to improve the communications environment for au mobile phones, KDDI offers the Signal Support 24 service for customers nationwide. In this service, KDDI staff visit the homes of customers who have inquired about signal quality and examine the reception condition for au mobile phones. This is done within 24 hours of the customer's inquiry. KDDI then implements service area improvements using au repeaters or au Femtocells. In addition, KDDI proposes and installs Wi-Fi routers for customers who use au smartphones. We accept inquiries about signal quality not only in homes, but also outdoors and in offices and restaurants.
We will continue to strive to improve service area quality as well as deliver a reliable communication environment through committed reactions to the voices of our customers.


au repeater


Home visit service – Examining signal reception quality to create better service area

❏ Signal Support 24 (Japanese)

au Wi-Fi SPOT Public Wireless LAN Service

KDDI offers the "au Wi-Fi SPOT Public Wireless LAN Service," which allows easy Internet access by anyone with an au smartphone.
By using the dedicated "au Wi-Fi Connection Tool" application, anyone can easily connect to an au Wi-Fi SPOT. Also, depending on the strength of the signal, devices can switch from 4G to Wi-Fi automatically for easy Internet communications.
KDDI is enhancing au Wi-Fi SPOT network construction and increasing the number of hotspots so as to provide easy telecommunications access to all au smartphone users.

❏ au Wi-Fi SPOT

Initiatives in Preparation for Emergencies

As a telecommunications operator in charge of social infrastructure, KDDI's social mission is to provide stable services, even in the event of a disaster. KDDI is applying the lessons learned from our experience in the Great East Japan Earthquake in building networks that can withstand natural disasters, and we are making efforts to ensure we can be of service to customers when disasters strike.

▸ Highlight8 Security
❑ Initiatives in Preparation for Emergencies (Japanese)

Introducing 4G LTE-Compatible Wide-Zone Base Station for Disasters

In preparation for an earthquake occurring directly beneath the Tokyo metropolitan area, KDDI is reviewing its disaster measures from various perspectives, and as a backup for the time between when an earthquake strikes and recovery, we have introduced a "wide-zone base station for disasters." Installation began in April 2013 and was completed on February 26, 2014 when the station was brought into operation. The base station supports voice communication (1x), 3G communication (EVDO) and LTE communication (4G LTE), allowing provision of mobile phone services such as voice calls and data transmission should an earthquake directly hit the capital. It is the first 4G LTE-compatible wide-zone base station in Japan.


One of the wide-zone base station antennas on the roof of KDDI Office Building Shinjuku


Radio Transmission Path Relay Station

Ten base stations have been constructed, covering an area from Chiba in Chiba Prefecture to the east to Kawaguchi in Saitama Prefecture to the north, Tachikawa in Tokyo to the west and Kawasaki in Kanagawa Prefecture. Furthermore, learning from the experience of the Great East Japan Earthquake, the backhaul line (connected to the core network) in the wide-zone base station has a dual structure of microwave radio and fiber optic cable.

We will study wide-zone base stations based on damage assumptions in each region of Japan in the event of disaster, not just in the Tokyo area.

Chikura No.2 Cable Landing Station Safe From Effects of Tsunami

As a BCP measures-related project based on the draft basic law to make Japan more resilient against disasters, promoted by the Cabinet Office, KDDI has established a new cable landing station in Minami Boso City, Chiba Prefecture, that will not be impacted by tsunami. The Chikura No.2 Cable Landing Station is an elevated station located 28m above sea level, based on the assumption of the highest tsunami in the Chikura area announced by the government, so it will not be affected by any tsunami that may occur.
In addition to submarine fiber optic cables linking Japan with America and Asia, as part of our international communications network BCP, KDDI will utilize cable routes to Europe via Russia and satellite networks. In this way, KDDI will continue to strive to provide safe and secure communications services by ensuring the continuity of international communications in times of disaster.

Conducting Demonstration Experiments on Shipboard Base Stations

Satellite antenna (inside the cylindrical cover) toward the bow of the patrol vessel Kurose
Source: Study Team for Shipboard Installation of Mobile Phone Base Stations for Use in Emergencies

In November 2012, we conducted a shipboard test (aboard the patrol vessel Kurose) in the city of Kure, Hiroshima Prefecture, in cooperation with the Ministry of Internal Affairs and Communications' Chugoku Bureau of Telecommunications and the Japan Coast Guard. This demonstration experiment involved installing a mobile phone base station and satellite communications equipment on the Kurose and checking voice and data communications between land and sea. Radio waves sent from the ship's mobile phone base station were received in the coastal area, and we tested voice and data communications to see how they were affected by factors such as changes in tide levels and the rocking of the ship. We are currently planning to confirm its practical applicability to evacuation centers on high ground facing the sea and verify the effectiveness of different communication systems (frequency, antenna, etc.). Learning from its experiences during the Great East Japan Earthquake, KDDI has been working on measures to quickly restore coverage in its service area following a disaster by transmission from the ocean, which is not affected by disaster conditions on land.

au Disaster Recovery Support System

KDDI has implemented an au Disaster Recovery Support System in 10 technical centers nationwide to quickly grasp the situation and draw up precise recovery plans if a large-scale disaster takes place.

The au Disaster Recovery Support System comprehensively manages the overall area situation based on equipment malfunction information, the situation in key locations based on data traffic, and information related to emergency shelters and evacuation routes. By plotting this data on a map, it is possible to understand priority recovery areas visually and in real time.

Even if a disaster affects a wide area, the system makes possible effective recovery activity. Also, by using it as a means to exchange information with government institutions and internal departments, it can be used not only to restore communications infrastructure but also as a useful tool for supporting general disaster recovery.

To quickly restore communications to service areas in case of outage, such as due to a disaster, we are pursuing equipment-based measures including increases in vehicle-mounted base stations, portable base stations, and radio entrance circuits [1]. We are also bolstering personnel-based measures to ensure this equipment is used effectively.

[1] Equipment is connected by radio link if the line between the mobile phone base station and the exchange is cut

Participation in Nationwide Disaster Response Training

As a designated public institution under the Basic Act on Disaster Countermeasures, KDDI participates in comprehensive disaster response training held by the national and local governments, and as a provider of information communications infrastructure we cooperate with relevant authorities to ensure rapid and effective recovery activities.

In Disaster Readiness Week in 2013, the week that included Disaster Readiness Day, September 1, we took an active part in disaster response training held by local governments in different areas throughout Japan to increase awareness and knowledge of what to do if a disaster takes place.

Comprehensive disaster response training in Toyama Prefecture

Comprehensive disaster response training in Nara Prefecture

Portable base station aerial transport training held with Self-Defense Forces in Kyushu

Comprehensive disaster response training in Iwate Prefecture

Reinforcement of Equipment for Reconstruction of Network and Quick Recovery

KDDI is targeting improved network reliability and implementing various initiatives to prepare for the kind of large-scale disaster it is feared may take place, such as an earthquake directly underneath the Tokyo metropolitan area or a massive earthquake in the Nankai Trough (Tokai, Tonankai, Nankai).

Vehicle-mounted base station

As part of efforts to build disaster-resistant networks, we have augmented our backbone networks from three routes to four, and furthermore, we have installed a new facility monitoring system in Kansai to decentralize our monitoring functions.

Also, as a facilities measure to allow quick recovery in disaster-hit areas, we augmented deployment of mobile power supply vehicles and emergency power generators to make possible quick power supply to telecommunications facilities in the disaster area. Furthermore, we are implementing various initiatives to ensure communications services in the disaster-hit areas, such as increasing deployment of emergency radio entrance facilities [2] as well as vehicle-mounted and portable base stations and equipping around 2,000 mobile phone base stations with batteries capable of operation for more than 24 hours.

Apart from their usage in times of disaster, vehicle-mounted base stations are used as a measure for handling increased traffic at fireworks festivals, outdoor events, and other times when a large number of customers are concentrated in a small area. In July 2013, to allow for even faster communications, we upgraded our vehicle-mounted base stations for compatibility with the next-generation high-speed data communications standard, 4G LTE.

▸ Highlight1 KAIZEN

[2] Facilities that connect using radio networks in the event a line is broken between a mobile phone base station and telephone exchange station during a disaster

Useful Services in Times of Disaster

When a disaster happens, many people try to use their phones simultaneously, making voice communications difficult. For this reason, we have begun offering a variety of new services that people can use to communicate or check the safety of loved ones after a disaster. We are also enhancing our Emergency Rapid Mail to provide tsunami warnings as well as useful information in times of disaster.

To ensure use in times of disaster, “au Disaster Countermeasures Apps” is preset on au smartphones (Android™) currently on the market. An iPhone version is also available from the App Store.

au Disaster Countermeasures App

“au Countermeasures Measure Apps” combines a variety of services that can be used when a disaster occurs, including the Disaster Message Board for registering and confirming safety in the event of disaster, Emergency Rapid Mail for directly sending disaster-related information such as emergency earthquake early warnings, tsunami warnings and disaster/evacuation information [3], and the Disaster Voice Messaging Service for conveying “spoken” confirmation of safety through use of the packet communications network in times of disaster. Furthermore, pre-initialization enables registration of safety information and sending of voice files from Wi-Fi, and use of mobile phone data transmission lines when voice transmission is interrupted.
We have also begun an arrangement allowing mutual usage of the Disaster Message Board and Disaster Voice Messaging Service between all mobile phone providers that transcends company fences.

[3] A service which sends evacuation advisories, instructions, various warnings, and other citizen safety information from national and local governments simultaneously to all au mobile phones in the target area

Business Continuity Plan (BCP) Initiatives


Disaster response training connecting the communications equipment of all branches throughout Japan

Following our experiences in the March 2011 Great East Japan Earthquake, we established a Companywide Disaster Response Project, and in October 2011 we formulated a Business Continuity Plan (BCP) for Large-Scale Disasters. We are pursuing a host of measures to address the plan's objectives of "ensuring the safety of employees and their families" and "fulfilling our responsibilities to continue providing telecommunications services as a designated public institution." Specifically, we have established detailed rules for each phase of response to disaster, from initial action through to full restoration. We are also creating satellite network links to principal bases throughout Japan in preparation for a scenario in which all fixed-line and mobile circuits cease to function. We have identified personnel who will, in the event of a disaster, be dispatched quickly to provide support at emergency shelters, and have stockpiled the equipment necessary for this eventuality. In addition with these measures to shore up our structure, we are proactively conducting disaster response training throughout Japan that focuses on initial disaster response.

In February 2014, the Disaster Response Office spearheaded efforts by countermeasure offices to link communications equipment from all divisions and branches throughout Japan as part of disaster response training in anticipation of an earthquake directly underneath the Tokyo metropolitan area. As well as employing a completely "blind" method of training in which participants are not told what sort of disaster to expect until just before the training begins, training was conducted assuming total disruption of communications immediately after the disaster, with the disaster response meeting held under a communication environment consisting of satellite network only.
The training was held for approximately 260 emergency participants. At the start of the training, they responded as information about the disaster began to unravel and considered new damage assumptions that were disclosed as time went on, lending the training a sense of reality.

We will reflect in future BCP the issues and areas for improvement that became apparent as a result of this training, building the foundations for more robust disaster response going forward.
Based on the "Guidelines for Taking Action against an Influenza Pandemic" (February 2009 Council on Countermeasures Related to a New Strain of Influenza and Avian Influenza), we formulated the "Plan for Maintaining Companywide Operations in the Event of an Outbreak of a New Strain of Influenza" to ensure employee health and accurate responses so that we can continue to provide our customers with communications services in the event of an outbreak of a new strain of influenza.

<VOICE> Reassuring Customers as Quickly as Possible

Hiroshi Kisanuki
General Manager, Disaster Prevention Planning Office
Operations & Service Quality Management Department
Operations Division

Having experienced the Great East Japan Earthquake, I recognized my mission as an employee of a telecommunications company that provides a social lifeline. I also gained a greater sense of the importance that communications play in reassuring and bringing joy to customers and realized that in a disaster, every second matters. Understanding this reality, KDDI's management departments have reinforced response capabilities within everyday operations to ensure that service can be restored quickly in the event of a disaster. We are conducting 2 types of training to this end, and are dedicating a significant amount of time to testing and considering the content of this training and to determining any issues or areas for improvement that emerge.
Going forward, we will step up our training to include such assumptions as areas becoming isolated when roads are destroyed so that we can create systems for responding to all manner of disasters.

Content of Training

Training open to the public

1. Internal Training
   This training, conducted over several days, envisions a variety of scenarios and concentrates on getting services back on line quickly, paying attention to the time elapsed from when disaster strikes until service is recovered.
2. Training Open to the Public
   This training, conducted at national and city disaster preparedness centers, involves setting up vehicle-mounted base stations and eliciting the understanding of as many people as possible regarding activities to recover service in the event of a disaster.

For Our Customers

KDDI's commitment to customer satisfaction, by each person from top management down to individual employees, is the foundation of its business activities. We will do our utmost to improve our business and to create a stable, long-term, trust-based relationship with our customers.

Always with Customers

Through service enhancements responding to customer opinion based on the "KDDI CS Policy," KDDI deploys companywide activities designed to maximize customer satisfaction.

Strengthening Communications with Customers

We work proactively to incorporate customer feedback into service improvements, quality upgrades, and product developments.

Easy-to-understand Advertisements

For the creation of advertisement products, KDDI has formulated a policy for creating advertisements to minimize the chance that customers are misled by advertisements as much as possible.

Project for Bridging the Digital Divide

As part of our efforts to eliminate the digital divide, we are working toward the creation of communication environments in developing countries.

* Digital divide: Problems arising from the information disparities between the "haves" and the "have-nots" with regard to information communication technology such as PCs and the internet.

Always with Customers

For Maximum Customer Satisfaction

The Total Customer Satisfaction (TCS) improvement process

Total Customer Satisfaction (TCS) is not merely an abstract concept. At KDDI, it is the guiding principle for every thought and behind every action of everyone from our executive management to the newest employee. It derives from our understanding that successful business begins by exerting the utmost effort for the benefit of our customers and carefully forging enduring relationships of trust with each user.
In order to maximize user satisfaction, the operations of every department are considered points of contact that provide products and services to users. We review all processes through the eyes of our customers, and we constantly endeavor to raise the level of satisfaction not only for users, but all KDDI stakeholders.

Basic Concept of TCS

To maximize customer satisfaction,
every operation is considered to be connected to the products and services,
and every process is reviewed from the customer's viewpoint.
Targeting all stakeholders,
from the top managers to the employees,
each person makes it his or her own task to realize customer satisfaction on a company-wide basis.

This is the mission undertaken by all persons of the KDDI Group, and the basic conditions required of all.

KDDI CS Policy

We have formulated the KDDI CS Policy to embody our "customer-first" philosophy and to assert that this basic guideline be shared throughout the organization.

❏ KDDI CS Policy

Listening closely to the voices of our customers

KDDI listens closely to the voices of our customers and has created a system in which the ideas and needs of our customers regarding points that need to be improved are shared across our organization and lead to action.
Customers' views and needs are registered daily in the system, creating a database that is shared by all the employees. The views and needs are then analyzed from various angles by the relevant department to identify the issues. In order to provide better products and services, efforts are made to resolve issues in TCS Committee meetings attended by the president and management executives.
Initiatives for improved services and quality are posted on the website as the occasion arises.

Personal
- ❏ Action! – Acting on Customers' Views – (Japanese)

Business
- ❏ More "Likes". KDDI (TCS improvement initiatives) (Japanese)

Ranked top for overall satisfaction in customer service survey for 2 consecutive years

KDDI received the highest ratings for overall customer satisfaction for two years in succession in the 2013 Japan Mobile Phone Service Study SM conducted by J.D. Power Asia Pacific.
We will continue to work to provide better products and services to ensure yet greater customer satisfaction.

- ❏ J.D. Power – Japan

Strengthening Communications with Customers

Providing au Smart Support

au Smart Support is a comprehensive support service for individual customers that provides the best support according to the customer's situation, enabling even first-time users to get the most out of their smartphone. The service is available for an initial subscription charge of ¥3,000 (excluding tax) and a monthly charge of ¥380 (excluding tax) starting in the fourth month after subscription.
Customers have access to a variety of membership privileges through the service, including a full-time customer support team that provides 24-hour [1], 365-day assistance via the au Smart Support Center, on everything from configuring the initial settings on au smartphones to new operating tips. Other privileges include the On-site Smartphone Support service [2] in which a representative travels to the customer's location to provide assistance with au smartphones, and the Smartphone Trial Rental service which may help to eliminate anxiety before purchasing an au smartphone.

[1] Advance reservation is required for use of this service between 11:00 PM and 9:00 AM.

[2] A separate charge is incurred when using this service.

Providing Anshin Total Support

KDDI provides an Anshin Total Support service for customers using the "au one net" Internet service provider with operator support for various Internet problems until 11PM each day 365 days a year.
Specialist operators on the Anshin Total Support service answer many different kinds of questions relating to network connections and settings as well as user guidance via telephone and remote operation. By meeting a wide range of customer needs concerning PC peripheral equipment and software settings as well as KDDI equipment, we are creating a more convenient Internet environment.

❑ Anshin Total Support (Japanese)

Communication with Corporate Customers

KDDI ENTERPRISE USERS' GROUP (KUG) is an organization operated by corporate members who are users of KDDI's services. In KUG, which KDDI acts and supports as the organizer, member companies from various industries gather for seminars, observation tours and workshops that are held for the purpose of interchange, study and friendship. The member gatherings also serve as an opportunity for various activities to reflect the voices of our corporate users concerning improvements to KDDI's services and the development of new products.

KUG KDDI ENTERPRISE USERS' GROUP

Using Twitter® to Provide Active Support

The proliferation of smartphones and the surge in use of social networking services (SNS [3]) has enabled customers to express their dissatisfaction via “tweets” and made them increasingly visible.
Realizing that it is becoming more difficult to provide support that satisfies customers through telephone inquiries and consultations at au shops, we use Twitter® – a particularly prolific SNS – to provide “active support” by proactively searching for problems. One approach that has led to helping us to resolve issues among customers who tweet, but in an offhand manner without really intending to ask for help, has been to respond with our own tweet, saying “We saw your tweet. We may be able to help you, so could you provide us with more details?” Using an open forum like SNS allows us to simultaneously address areas that many people may find inconvenient or dissatisfying. We have received strong positive feedback outside of the company for this initiative.

[3] Social Networking Service (SNS) : A web-based service for cultivating interaction between people

Holding the “au CS AWARDS” in Pursuit of Quality Customer Service

Each year, KDDI holds the “au CS AWARDS” in locations throughout Japan in an attempt to enhance the customer service skills of au shop staff, thereby increasing customer satisfaction at au shops.
The theme of the FY2013 contest – our 10th – was to “Share practical skills to augment value proposition abilities.” Staff members who won the contest’s qualifying round in different regions went on to pit their customer service skills against their peers, scoring points for the customer service skills they cultivate on a daily basis, covering items such as customer service etiquette, hospitality and other fundamental customer service skills, as well as proposing value suited to each customer, comprehensively combining 3M Strategy [4] products and services. Retailers and au shop staff attend the contest, sharing outstanding customer service skills. We aim to maximize customer satisfaction by encouraging the spread of customer service on display at this contest to all our shops.


au shop staff demonstrating their customer service skills

[4] 3M Strategy: KDDI is pursuing a “3M Strategy” named after the initial letters of “Multi-Use,” “Multi-Network” and “Multi-Device.” Through this strategy, we aim to provide a communications environment that gives customers seamless access via their devices of choice – such as smartphones, tablets or others – to attractive and diverse services and content, over optimized networks.

Easy-to-understand Advertisements

When creating advertisement products, due care must be taken to avoid advertisement placement that may constitute unfair customer enticement. The Act Against Unjustifiable Premiums and Misleading Representations purports to protect the benefits of general consumers, and in accordance with this law, KDDI has formulated the Basic Policy for Advertisement Placement, which explains the precautions that must be taken when creating advertisements so that the chance of any advertisement misleading customers is not created.

Project for Bridging the Digital Divide

Introducing a “Sign Language Support System” Using Tablets


Customer service using the sign language support system

KDDI has installed simplified communication devices at all au shops throughout Japan to aid customers with hearing or speaking difficulties. In addition, at KDDI’s directly operated “KDDI Designing Studio” and “au NAGOYA,” staff who are conversant in sign language are available to assist with purchasing, explain how to use devices, and provide repair support. Furthermore, we have introduced a sign language support system using tablets at both shops. (This service was introduced at au NAGOYA in March 2013, and at KDDI Designing Studio in May 2013.)
With this service, sign language capable staff at both shops use tablets to assist customers with hearing or speaking difficulties who visit certain shops in the metropolitan and Kanto regions (Tokyo, Kanagawa, Chiba, Saitama and Yamanashi prefectures) and the Chubu region (Aichi, Gifu, Mie, Shizuoka and Nagano prefectures), employing the videophone function to provide remote customer support.

❏ Sign Language Support Service (Japanese)