

Improving Customer Satisfaction

Policy

For Maximum Customer Satisfaction

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.

Policy

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

To enable the continuation of the company's unending evolution in step with its customers through the establishment of an optimal information exchange environment, and strong in our intention to provide the best possible service to customers through the close observation of daily-changing customer needs, reform of obstructive attitudes, and maximum utilization of our abilities and knowledge, KDDI has adopted the following seven policies.

1.Realization of Satisfaction

KDDI treats the opinions and feelings of customers with utmost seriousness, realizing a level of satisfaction acceptable to customers.

2.Customer-orientated Thinking and Action

All KDDI employees, from management down, consider everything from the customer's point of view, respond quickly and provide a quality service.

3.Working with Customer to Create Better Services

KDDI works together with customers to create better services and business operations.

4.Customer Evaluation

The flip side of customer expectation, KDDI appreciates customer criticism and welcomes the excellent opportunity it presents for realizing satisfaction.

5.Customer Trust

KDDI always keeps its promises to customers, providing thorough explanations acceptable to customers and consolidating customer trust with an honest and fair relationship.

6.Building and Repaying Customer Satisfaction

KDDI is able to increase sales by building customer satisfaction; increasing profits by minimizing costs ensures a return to customers, thus further increasing satisfaction.

7.Recognition of Excellence

KDDI strives to create a workplace environment in which each employee does their utmost for customers in their decisions and actions and employees recognize each others' efforts.

System

Customer Satisfaction Promotion System

In FY2015, KDDI established the Consumer Experience Promotion Department within the Consumer Business Sector for the purpose of improving customer experience, and has been making concerted efforts to improve customer experience from the customer's perspective. In particular, all of the contact points where customers and KDDI come together (shops, customer service, etc.) are regarded as the customer journey, and the areas of dissatisfaction are identified as pain points. KDDI establishes and implements improvement measures aimed at eliminating these pain points, providing an experience that has value for customers. 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.

Improving Customer Satisfaction

■ Action! service improvement activities

In order to retain our customers' loyalty, KDDI listens closely to the voices of our customers, promptly translating their views into action. Based on our commitment to continuously refine our services and quality, we are undertaking Action! initiatives geared to enhanced services.

The views and requests that we receive from our customers through questionnaires and inquiries are shared among all KDDI employees through our inhouse system that is updated daily. Analysis of customer views and requests helps highlight problems and issues. Issues that require prompt judgment are discussed in meetings attended by senior executives headed by the company president as well as representatives from product development, service planning, customer service, marketing and other divisions, and solutions are addressed on a company-wide basis.

KDDI has made numerous improvements to service and products in response to the views and requests of customers. For example, in response to users concerned about smartphone addiction among children, KDDI released an app that supports the creation of rules for smartphone use, and in response to users worried about whether their spam filter settings were blocking important emails, KDDI revised the spam mail filter setting screens. KDDI will continue to listen to our customers and strive to further improve our services.

■ Providing au Smart Support

KDDI offers the comprehensive au Smart Support service for individual customers for a fee, providing the best support according to the customer's situation and ensuring that even first-time users get the most out of their smartphone.

Customers have access to a variety of membership privileges through the service, including a full-time customer support team

that provides 24-hour, 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 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.

Infusion

Holding the "au CS AWARD"

Each year, KDDI holds the "au CS AWARD" 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 contest was launched in 2004 with the aim of enhancing the customer service skills of au shop staff.

In FY2015, the event was held on the theme of "presenting the best past customer service experiences". To showcase positive examples of customer service, outstanding au shop staff members were selected to demonstrate the customer service techniques and ideas that they use every day. By using the venue as a place of learning, the event served as an opportunity for KDDI to further maximize customer satisfaction.

In FY2016, the event will be organized around the theme of "presenting and learning practical customer service skills that lead to a superb purchasing experience for each and every customer".



au shop staff demonstrate their customer service skills

Activity and Results

Initiatives for 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.

In FY2015, KUG conducted nine activities. For example, one observation tour offered members the opportunity to view vehicle-mounted base station operations at the Mobile Operation Center and Technical Service Center in the KDDI Shinjuku Building, for a look at how KDDI implements disaster response and maintains service quality. In addition, seminars on the themes of cloud computing, IoT/M2M, and agile development, which are highly relevant topics for corporate customers, provided an opportunity for participants to listen to presentations by instructors from outside the company and exchange information about the latest developments and issues related to ICT.

Through exclusive observation tours and seminars, KUG aims to enliven the communication between KDDI and the group members.



Improving Customer Satisfaction

Activity and Results

Customer Satisfaction Surveys

To achieve top ratings in customer satisfaction, KDDI analyzes the results of customer satisfaction surveys conducted by external organizations such as J.D. Power Asia Pacific and Nikkei BP Consulting, Inc., and makes improvements based on the findings.

In FY2015, KDDI ranked second in the 2015 Japan Mobile Phone Service Satisfaction StudySM conducted by J.D. Power Asia Pacific, and was unable to reclaim the top rank that was achieved in 2012 and 2013. KDDI's voice services for corporate customers ranked first in the 2015 IP Phone and Direct-line Phone Service Satisfaction Study, for the third consecutive year.

Policy

Brand Management

The telecommunications market continues to grow more homogeneous, making it difficult for companies to differentiate themselves from competitors in terms of the functions, performance, and prices of products and services. To ensure that customers choose KDDI under such harsh conditions, it is imperative for us to undertake exhaustive efforts to consider the customer's perspective and continuously pursue activities that boost customer satisfaction. We believe that these efforts help our brand become more established.

KDDI is making a company-wide effort to promote the improvement of customer experience by identifying the establishment of a strong brand as a key issue. In addition, employees are offered group classes and e-learning courses aimed at fostering a deeper understanding of the importance of the customer's perspective, and they are encouraged to apply that perspective to their work.

Activity and Results

Improving the Popularity of Our TV Commercials

KDDI won the "Best Advertiser" award in the Fiscal 2015 Corporate Commercial Popularity Ranking conducted by the CM Research Center for the second consecutive year, with the highest score ever recorded in the survey.

