

Providing Online Convenience

Policy

Approach to Online Use

KDDI currently holds approximately 45.91 million au mobile phone contracts (as of March 2016) for conventional communication services.

From FY2013 to FY2015, KDDI promoted the 3M Strategy based on the concepts of Multi-Device (promoting the use of multiple devices), Multi-Use (achieving seamless communication), and Multi-Network (expanding the customer base). Accordingly, KDDI deployed an online strategy encouraging customers to use their au ID to access au services, which offer greater savings and convenience along with the ability to make payments and perform procedures online. In particular, to expand the au economic zone, KDDI is focused on providing products and services other than those related to communications, through the use of au WALLET, au WALLET Market, and au Smart Pass.

As the services become more sophisticated, KDDI is making efforts to provide easy-to-understand explanations on the website and conduct advertising activities that are appropriate. KDDI is also striving to improve the satisfaction of service users by expanding the ability to perform procedures and access information online through tools such as au Customer Support. Activities such as these contributed to a net increase of 2.43 million au users in FY2015, with an au contract cancellation rate of 0.88%.

From FY2016 to FY2018, the services will be refined to suit various customers in different stages of life, as KDDI aims to transform into a "Life Design Company" that provides a positive customer experience. To that end, KDDI launched the au Denki (electricity service) and au Insurance and Loan services in April 2016.

Moving forward, KDDI will continue working to expand the customer base by offering the advantages of online convenience

along with the sense of security of face-to-face customer service at the approximately 2,500 au shops across Japan.

Activity and Results

Providing Online Services that Offer Lifestyle Improvements

■ Providing au WALLET Prepaid Card and au WALLET Credit Card

In the au economic zone, KDDI offers customers the ability to improve their lifestyle with a variety of au brand products and services available through the communication service customer base. Especially important are the au WALLET Prepaid Card* and au WALLET Credit Card, which function as new payment platforms.

In the past, KDDI pursued efforts to expand sales on the basis of indicators such as the number of subscribers or the revenue related to communication services, but from now on, KDDI will pursue efforts to expand value-added sales of products and services that are not related to communication services, which use these payment platforms.

As of March 2016, approximately 17.9 million au WALLET Prepaid Cards and Credit Cards have been issued.

Moving forward, KDDI aims to expand the total value of au economic zone transactions to more than 1 trillion yen by the end of March 2017, and to more than 2 trillion yen by the end of March 2019 as a medium-term target.

* The au WALLET Prepaid Card is a payment service that can be used at most shops around the world that accept MasterCard®. (Some shops and services may not accept the card as a payment method.)

■ Providing energy and financial services

In FY2016, KDDI launched the au Denki (electricity service) and au Insurance and Loan services. Both services offer customers additional benefits when used in conjunction with an au mobile phone or smartphone.

KDDI has until now supported the lifestyle of customers by providing communication services. Moving forward, KDDI will play a more intimate role in the daily lives and lifestyle design of customers, by offering services beyond the field of communications, such as energy or financial services.

Activity and Results

Providing Online Support

■ Providing Anshin Total Support

KDDI provides an Anshin Total Support service for a fee for customers using the "au one net" Internet service provider with operator support for various Internet problems from 9AM 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.



Link Website

Anshin Total Support (Japanese)

Providing Online Convenience

■ Using Twitter® to Provide Active Support

The proliferation of smartphones and the surge in use of social networking services (SNS) has enabled customers to express their problems and dissatisfaction via “tweets” and made them increasingly visible.

We don't simply wait for customers to make a telephone inquiry or come along to an au shop for a consultation; we use Twitter® - a particularly prolific SNS - to provide “active support” by proactively searching for problems and dissatisfaction. 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 problematic or dissatisfying. We have received strong positive feedback outside of the company for this initiative.