

75-84	Respecting Human Rights	85-93	Diversity and Inclusion
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CS (Customer Satisfaction)

Since its founding in 1899, NEC has continued to develop a corporate culture based on "Better Products, Better Services." This means creating products and services that are more valuable to its customers. It also means that every one of us at NEC understands, considers and quickly responds to what our customers expect in order to make NEC a company that is trusted and chosen by customers.

The word "Better," not "Best," in our statement of "Better Products, Better Services" embodies our desire to "continuously make improvements to achieve our very best in providing better products for customers."

"Customer Satisfaction" appears in the first paragraph of the NEC Group Charter of Corporate Behavior. We believe that improving CS (Customer Satisfaction) is critical to establishing a strong trust relationship with our customers.

Policy

NEC formulated its Customer Satisfaction Management (CSM) concept in 1992. The CSM concept consists of "Significance," which refers to the ideal state of NEC's CS management; "Activity System," which specifies how to address CS management; "Goal," the achievement of CS No. 1 in the industry; and "CS Action Plan," which outlines the direction of our activities in concrete terms.

[CS Action Plan]

Everyone at NEC will continuously strive to:

- Have the common goal of "providing customer satisfaction."
- Refine sensitivity to our customer's needs and wishes and quickly respond to those needs and wishes.
- Give top priority to customer convenience and ease-of-use and provide products and services that customers can use with confidence and peace-of-mind.
- Enhance perceptions to precisely gauge customer needs and wants and provide new value for customers and visions of the future.
- Consider the customers of our customers, the society and environment of the customers, and solutions to issues.

▶ [CSM Concept](#)

Promotion Framework

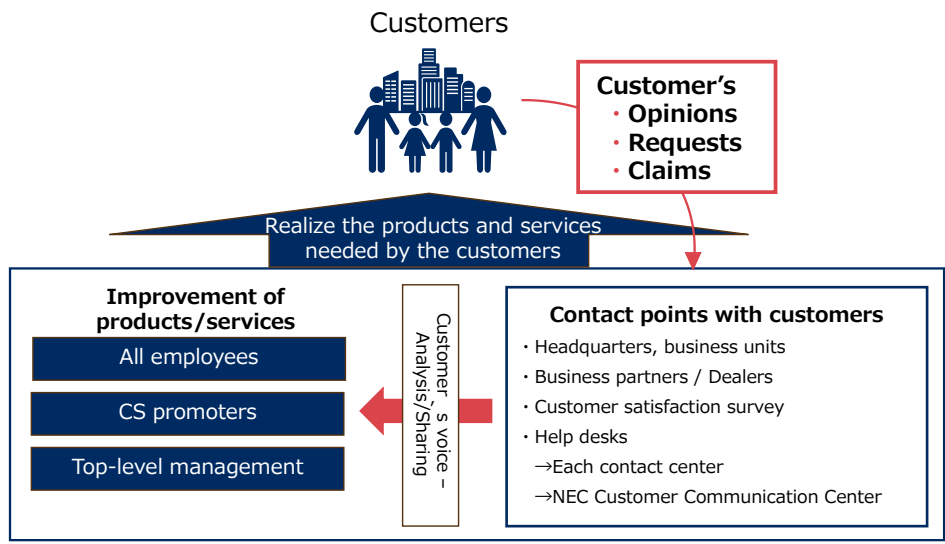
CS Improvement activities at NEC are carried out mainly by CS promoters selected from NEC's business units and group companies in Japan and overseas. The basic responsibility of a CS promoter is to continuously promote improvement by closely examining the activities in the company from the customer's point of view and striving for higher value business activities. The status of CS Improvement activities progress is reviewed at a meeting attended by the president and top-level management, pushing through the PDCA Cycle to apply the review results to the next year's activities.

▶ [Entire Workforce in Pursuit of Higher Quality](#)

The customer's voice reaches NEC not only through surveys but also through various organizations and activities. NEC offers specialized help desks for customer inquiries, comments or requests about NEC products and services. Each help desk responds to the customer's voice appropriately while gaining the expertise needed about NEC products and services.

▶ [Contact Form](#)

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Main Activities and Results for Fiscal 2017

Continuing to be a company that is trusted and chosen by customers, NEC has defined its CS activities as a part of its business to offer value to its customers. To this end, instead of implementing a company-wide uniform initiative, NEC is promoting various and unique initiatives that match the characteristics of each business area.

CS Activities in Business Unit

In fiscal 2017, each business unit identified a focus area and issues to be improved according to its business area and worked on CS improvement. At that time, we tried to determine which customers were dissatisfied and implemented countermeasures after forming a hypothesis. We pushed through the PDCA Cycle to validate the effectiveness of the countermeasures and the activity results by obtaining customer opinions or by conducting a CS survey.

Each business unit is applying these opinions and CS survey results, obtained through everyday activities, to the investigation to determine the causes of those problems and work on strengthening or improving the products and services. At the same time, customer opinions and CS survey results are being used to find potential customer needs or problems and suggest solutions for customers.

Customer-Oriented Corporate Culture

People are the basis of developing and supplying products and services that deliver high customer satisfaction. Recognizing what employees expect from NEC, we offer various kinds of education and training by occupation and grade so that we can develop employees capable of taking notice of issues and making improvements.

- Group-wide training seminars to foster a customer-oriented mindset (customer-oriented business)
 - Target: New employees, New chiefs, mid-career employees or transferred employees to NEC (Fiscal 2017: About 1,700 attended the seminar)
- New manager training program (CS Management)
 - Target: All new managers (NEC)

NEC also implements ways to recognize CS improvement initiatives undertaken from the standpoint of the customer, as well as the "customer beyond the customer" (i.e., general public and consumer), with the aim of further motivating employees by spotlighting steady efforts to realize "Better Products and Better Services."

[▶ Details on CS Education](#)

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Recognition – then action (Training seminars to foster a CS mindset)

To enable each NEC employee to understand and apply the customer perspective to everyday activities, in addition to the standard education and training by occupation and grade, individual comprehensive education is offered. A series of education programs are launched to link CS from recognition to action.

Those programs are “Awareness rising by fostering a CS mindset,” “Learning of the approach to connect recognition to actual action,” “Learning how to create customer value through case studies” and “Learning how to improve the CS,” etc.

Objectives and Achievements

Fiscal 2018 Objectives

Continue to be a company that is trusted and chosen by customers

Fiscal 2017 Objectives, Achievements and Progress, and Degree of Completion

Objective	Achievements and Progress	Degree of completion
1. Perform improvement initiatives based on the opinions received from customers utilizing a suitable method for each business division not a universal method for the whole company.	<ul style="list-style-type: none"> • Each business unit in NEC identified the focus area, set individually the CS improvement goals and formulated a CS activity plan. It validated customer opinions and achievements (CS survey results) and applied them in the improvement effort. • Reviews by media <ul style="list-style-type: none"> • NEC was ranked No. 1 in PC Server category in a 2016-2017 Nikkei Computer Customer Satisfaction Surveys • NEC was ranked No. 1 in six categories in the 2017 Nikkei Computer Partner Satisfaction Survey. [PC Server category, Enterprise Server category], [Tablet category], [Network Device category], [Thin Client System/Desktop Virtualization, Software category], [Integrated Operation Management Software (Server/Network Management System) category] 	Mostly achieved
2. Strive to foster a customer-oriented mindset among employees and share information on best practices with a view to ensuring that all Group activities are based on customer needs, in order to strengthen a customer-based corporate culture.	<ul style="list-style-type: none"> • NEC is fostering a CS mindset of employees through continuous messages about customer viewpoints or the importance of CS – from the president and top management – CS training, sharing good examples within and outside the company through the internal website, etc. • NEC strives to foster a customer-oriented mindset among employees and it awards internally those excellent activities which exemplify “Better Products, Better Services” for customers (one of NEC’s values) and sharing those activities. 	Achieved

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Fiscal 2018 Objectives

1. Improvement activities based on customer's opinions are not implemented across the NEC Group, but according to the characteristics of each business.
2. To strengthen the Corporate Culture from the customer point of view, strive to foster a CS mind and share information on good examples of CS activities among NEC Group employees in Japan and overseas.