

CS (Customer Satisfaction) Initiative

Policy

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.

Based on this way of thinking, 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.
- Enhance perceptions to precisely gauge customer needs and wants and provide new value for customers and visions of the future.
- 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.
- Refine sensitivity to customers’ needs and wishes and provide them with new value and future prospects.
- Consider the customers of our customers, the society and environment of the customers, and solutions to issues.

▶ [CSM Concept](#)



Activity Objectives, Achievements and Progress

Objectives for the Mid-term (from fiscal 2019 to 2021)

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

Objectives, Achievements and Progress, and Degree of Completion

(Degree of completion: ◎Achieved, ○Mostly Achieved, △Some Progress, ×No Progress)

Objectives for the Mid-term	FY2018 Objectives	FY2018 Achievements and Progress	Degree of Completion	FY2019 Objectives
Continue to be a company that is trusted and chosen by customers	1. Perform improvement activities continuously based on customers' opinions that are not implemented a company-wide uniform initiative, but matching to the characteristics of each business area.	<ul style="list-style-type: none"> Each business unit identified the focus area, set the CS activity plan, and executed the strengthening/improvement activities. Reviews by media <ul style="list-style-type: none"> NEC was ranked No.1 in the Storage category in 2017-2018 Nikkei Computer Customer Satisfaction Surveys NEC was ranked No.1 in 7 categories in 2018 Nikkei Computer Partner Satisfaction Surveys (Corporate Desktop PC category / Corporate Laptop PC category / Enterprise Server category / Storage category / Network Device category / Virtualization Software category / ERP Package category) 	○	1. Perform improvement activities and create new value continuously based on customer's opinions that are not implemented a company-wide uniform initiative, but matching to the characteristics of each business area.
	2. Strive to foster a CS mind continuously and share information on good examples of CS activities among NEC Group employees in Japan and overseas for the customer-oriented corporate culture to be radicated.	<ul style="list-style-type: none"> Top management continuously sent messages to employees about the importance of CS. Sharing CS training and good examples within and outside the company and fostering a CS mind in employees. Awarded internally the excellent activities that exemplify "Better Products, Better Services" and shared those activities. 	◎	2. Strive to foster a CS mind continuously and share information on good examples of CS activities among NEC Group employees in Japan and overseas for the customer-oriented corporate culture to be radicated.

03-06	Sustainable Management
14-19	Dialogue Sessions on Materiality with Experts
21-25	Dialogue with Our Diverse Stakeholders – Case Examples
30-34	Cooperation with the Local Communities

07-13	Priority Management Themes from an ESG Perspective – Materiality
20	Dialogue and Co-creation with Our Stakeholders
26-29	CS (Customer Satisfaction) Initiative
35-44	Innovation Management

45-47	External Ratings and Evaluation
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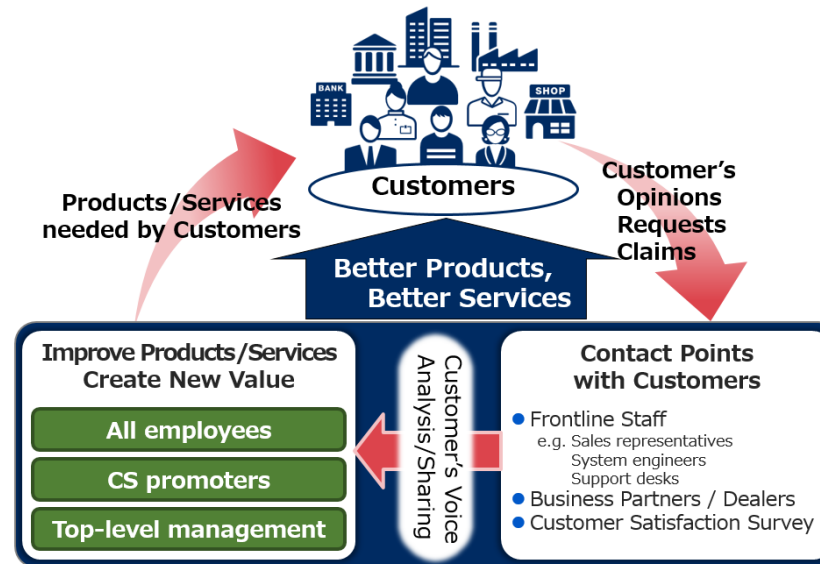
Promotion Framework

CS Improvement activities at NEC are carried out mainly by CS promoters selected from NEC's business units and Group companies according to each of its business characteristics. 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.

CS Improvement activities

NEC is collecting customers' opinions, requests and complaints through various channels with customers and is applying this information to improve products and services and create new value.

Contact Form



Main Activities and Results for Fiscal 2018

Aiming to Be a Company “Chosen” by Customers

The value that customers and society seek and expect from NEC is constantly changing. So that there can be a continued response to the customer expectations, NEC thinks it is critical to build a trust relationship by understanding the essential issues faced by customers and society. NEC is working on CS activities with the aim of receiving trust and positive feedback from its customers – “We want NEC to work with us again next time.”

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 2018, 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 at which point 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, it identifies potential customer needs and expectations to solve those problems.

Customer-Oriented Corporate Culture

“People” are the basis of developing and supplying products and services that deliver high customer satisfaction. Each and every member of NEC should have an awareness of making a contribution to the customer and society; it is very important to codify in the corporate culture the concept that each member should consistently pursue the ideal of “Better” to achieve higher customer satisfaction.

NEC is promoting the codification of the customer-oriented corporate culture through CS education programs, promoting improvement activities in each work place, and giving award for excellent initiatives.

Recognition then Action to Foster a CS Mindset

NEC is fostering a CS mindset in its employees to train them to take notice of issues and make improvements spontaneously.

NEC offers stratified training of CS so that employees have the opportunity to think about the importance of CS in terms of milestones at the company.

- Company-wide training seminars to foster a customer-oriented mindset titled Customer-oriented Business Defined the CS basics and fostered the CS mindset for new employees, new chiefs and mid-career employees of NEC Corporation, or transferred employees to NEC Corporation
- New manager training program of CS management All new managers of NEC Corporation learned the basic concept of CS management

Other than these stratified trainings, a series of educational programs are being launched to link CS from recognition to action in everyday activities. This provides an opportunity for NEC employees to master the approach method to apply the customer-oriented point of view to specific action or to learn key points to create customer value and improve CS with case examples.

▶ [Details on CS Education](#)

Promoting Improvement Initiatives at the Front Line

NEC is actively promoting CS improvement activities at the front line. NEC considers that we can offer higher customer value when the employees themselves at the front line have an awareness of problems and a willingness to make improvements and raise their work capabilities while continuing the CS improvement initiative through a feeling of satisfaction and accomplishment.

NEC continues to implement ways to recognize excellent initiatives that promote “Better Products, Better Services” – the NEC Group value. By spotlighting steady efforts for CS improvement, employees are being inspired to act more.