

EARN CUSTOMER TRUST

Since its founding in 1899, NEC has been developing a corporate culture under the motto “Better Products, Better Services,” in which we create products and services that are more valuable to customers, and in which every one of us understands, considers, and quickly responds to what our customers expect in order to make NEC a company that is trusted and chosen by customers.

CS Training for All NEC Group Employees

It is crucial to ensure that all employees adhere to the spirit of the “Better Products, Better Services” motto so NEC can realize its goal of being a leading global company under the NEC Group Vision 2017. In fiscal 2013, NEC reinforced and expanded its education and awareness programs to entrench recognition of the importance of customer satisfaction (CS).

Through these education and awareness programs, NEC considered what was necessary for CS and encapsulated this in the Universal CS Mind, whose five keywords—speed, communication, hospitality, proactiveness, and professionalism—express the key points for raising customer satisfaction. These are based on past success stories, and customer feedback.

At NEC, around 52,000 employees have undertaken this training to date, not only in Japan, but also in the

Asia-Pacific, Europe, the Middle East, and Africa, North America, and Latin America.



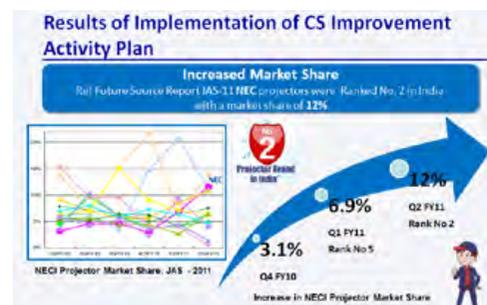
NEC conducts CS training globally to instill in employees the importance of customer satisfaction

Improvements in India Based on CS Surveys

NEC India Pvt. Ltd. handles IT and network solutions, as well as projectors, monitors, and other products. This subsidiary has made NEC a leading projector brand in India despite numerous companies entering that field, intensifying local competition.

In 2011, NEC India conducted its first customer satisfaction survey of these products, with 46% of respondents saying they were “dissatisfied.” The company thereafter set about identifying the causes of such dissatisfaction and in 2012 increased the number of service centers from 6 to 66. It also worked on improving its activities, such as by shortening replacement part delivery times, and undertaking quick response initiatives to resolve customer inquiries. These efforts translated into a drop in “dissatisfied” customers to 14% and far better customer satisfaction in the fiscal 2013 survey. Many customers also expressed their thanks.

NEC will continue working to raise employee awareness of customers and will strive group-wide to contribute to greater levels of customer satisfaction through its CS No. 1 initiatives, thereby becoming the corporate entity preferred by customers.



NEC's projector market share in India