

Sustainable Management	Environment	Governance	Social	67-70 Inclusion and Diversity 71-74 Human Resources Development and Training 75-76 Creating a Diverse Work Style Environment	77-79 Health and Safety 80 AI and Human Rights 81-83 Personal Information Protection and Privacy	84-86 Information Security and Cyber Security 87-88 Ensuring Quality and Safety 89 CS (Customer Satisfaction) Initiative	90-91 Cooperation with the Local Communities
------------------------	-------------	------------	---------------	--	--	---	--

CS (Customer Satisfaction) Initiatives

Policy

All of our employees are working to develop a corporate culture of creating products and services that are more valuable to our customers. This 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.

This attitude is also reflected in the use of the word "Better," not "Best," in our founding spirit, "Better Products, Better Services." It embodies our desire to "continuously make improvements to achieve our very best in providing better products for customers and society."

The spirit of "Better Products, Better Services," is still one of our Principles today, even though our business has changed since the time of our founding. It is passed down through generations as the NEC Group's DNA.

Based on this way of thinking, in 1992 NEC formulated its "Customer Satisfaction Management (CSM) concept." The CSM concept consists of "Significance," "Activity System," "Goal," and "CS Action Plan."

▶ [CSM Concept](#)

In our advertising and public relations activities, we observe laws and regulations, and we have prepared various guidelines, such as the "NEC Group Advertising Activity Guidelines" and the "NEC Group Website Guidelines," detailing caution points for design, accessibility, and production. We are also making an effort to employ fair and appropriate language and expressions, disseminating our "Social Media Policy" outside the Company since before the spread of social media. If there is a violation or potential violation in our advertising and public relations activities, we deal with it appropriately according to the guidance of the relevant government agency.

▶ [NEC Group Social Media Policy](#)

Promotion Framework

CS improvement activities are carried out mainly by CS promoters appointed at each business unit and subsidiary. 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. Customer feedback on NEC's activities is reported regularly to the president and top-level management, pushing through the PDCA cycle to apply the review results to the next year's activities.

To facilitate communication with customers, various types of contact desks have been provided for individual and corporate customers and for each type of product. Through these, we consult with customers and listen to their feedback and requests. Moreover, the NEC Customer Communication Center ("CCC") has been established as a general contact desk in Japan to provide consultation on NEC products, systems, and services.

We also provide an inquiry form on the NEC global website to enable customers overseas to consult with us by email.

- ▶ [CS Improvement Activities](#)
- ▶ [Contact Desk](#)

Activities and Results for Fiscal 2020

CS Activities in Business Unit

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 Companywide uniform initiative, NEC is promoting various and unique initiatives that match the characteristics of each business area.

In fiscal 2020, we widened the scope of our CS survey for customers and increased the frequency of surveys from once to twice a year, aiming to capture customer feedback promptly and utilize it in our business activities with increased customer sensitivity.

Training for Cultivating a CS Mindset and Transferring It into Action

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

In fiscal 2020, NEC conducted the following stratified CS training.

- Companywide training seminars to foster a customer-oriented mindset
Under the theme of "Customer-oriented Business," the seminars defined the CS basics and fostered the CS mindset for new employees, new Assistant Manager and mid-career hires at NEC Corporation, and employees transferred to NEC Corporation
- New manager training program on CS management
All new managers of NEC Corporation learned the basic concept of CS management

In addition, we provided separate group training through programs to learn about methods for applying the customer-oriented point of view to specific action and to learn key points for creating customer value and improving CS through case examples.

Again in fiscal 2020 we strengthened CSR training for sales roles and also held training for branches and Group companies to strengthen training that is deeply connected with the front line and to pivot from individual learning to organizational learning and promote the consolidation of a corporate culture and style.

▶ [Details of CS Training](#)

Promoting Improvement Initiatives at the Front Line

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

NEC continues to conduct activities for recognizing excellent initiatives that promote "Better Products, Better Services." By spotlighting steady efforts for CS improvement, employees are being inspired to put them into practice even more.