

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 has been 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 PR activities, we observe laws and regulations and 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 PR activities, we deal with it appropriately according to the guidance of the relevant government agency. In fiscal 2021, there were no incidents of non-compliance concerning marketing communication.

NEC Group Social Media Policy

Implementation Framework

NEC continuously seeks customer feedback from various points of contact and promptly reflects it in business management. As part of these efforts, we currently conduct a biannual CS survey, the NEC Group Customer Questionnaire.

The results of this survey together with the details of market surveys are reported to the president and other members of the senior management team. Furthermore, we share the findings with specific businesses operating in related fields and proceed through PDCA cycles aimed at improving CS.

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 abroad to consult with us by email.

CS Improvement Activities

Contact Desk

Measures and Main Fiscal 2021 Activities

● Advancing Activities Based on Customer Feedback

NEC views CS activities as an integral part of efforts to deliver value to customers and ensures CS activities match the characteristics of each business field. In fiscal 2021, we proactively reflected customer feedback by taking lateral in-house measures to tackle areas where there is a need for improvement throughout the Group.

● Aiming to Remain the First Choice of Customers

To create lasting relationships with our existing customers, in fiscal 2021 we began “Customer Success” activities, which entail viewing data acquired when customers use and operate our products and solutions as customer feedback and then taking steps to heighten their effectiveness and convenience accordingly.

● Training Employees to Focus on and Realize CS

NEC cultivates a CS-oriented mindset that leads employees to notice and address issues and thereby make improvements independently.

Specifically, we conduct a series of training programs designed to foster CS awareness and enable employees to use it as a driver of their actions. Our common program on the basics of CS is themed on working with customers in mind. In a subsequent program, employees learn ways of putting a CS-oriented mindset into practice in day-to-day activities. In addition, we provide a program that uses case studies to focus on creating value for customers and heightening their satisfaction.

In fiscal 2021, due to the impact of the COVID-19 pandemic, we conducted the aforementioned training programs online rather than through periodic group training at our business sites. The interactivity and face-to-face communication made possible by the online format helped us give participants the sense of being present at an on-site seminar. While maintaining the quality of previous group training, we were able to give even more employees nationwide the opportunity to participate in the seminars. In this way, we continued to proactively develop a corporate culture geared toward the enhancement of CS.