

Consumer Issues

KDDI sincerely listens to the voices of all our service users in order to pursue customer satisfaction.

For the Satisfaction of Service Users

Meeting the Diverse Needs of Individual and Corporate Users

“KDDI Matomete Office”: Membership Program for Small-to-Medium Scale Companies

Since July 2010, KDDI has been working on the nationwide implementation of the “KDDI Matomete Office,” a membership program for small-to-medium scale companies. Tailored to the needs of our small-to-medium scale corporate customers, we offer the whole IT environment via the selection, procurement, and introduction/installation of optimal communications devices and OA equipment as well as their maintenance. In October 2010, we opened a showroom in the KDDI Shinjuku building where visitors can enjoy hands-on experience with the latest IT devices and services.



“KDDI Matomete Office” showroom

Customer Support Service for the Use of au Mobile Phones Abroad

KDDI is working on enhancing its user support for the use of au mobile phones during overseas travel.

In July 2010, we partnered with JCB Co., Ltd. to start the provision of a free battery charge service for au mobile phones available at JCB Plaza Lounges in 9 major cities and an information service explaining how to use and operate our international roaming service “GLOBAL PASSPORT.”

The coverage of the services has been expanding since July 2011, and now the free battery charge service is available at 60 overseas JCB Plaza Lounges and JCB Plazas.



KDDI counter at the Tokyo International Airport

Getting Ready the “Caption Generator/Distributor System” Developed by KDDI R&D Laboratories

KDDI R&D Laboratories is currently working on the development of “Caption Generator/Distributor System” using voice recognition technology.

In January 2011, assisted by the participation of KDDI employees with hearing disabilities, we succeeded in projecting the voices of Chairman Onodera and President Tanaka as captions on screen by using the latest voice and speech recognition technology.

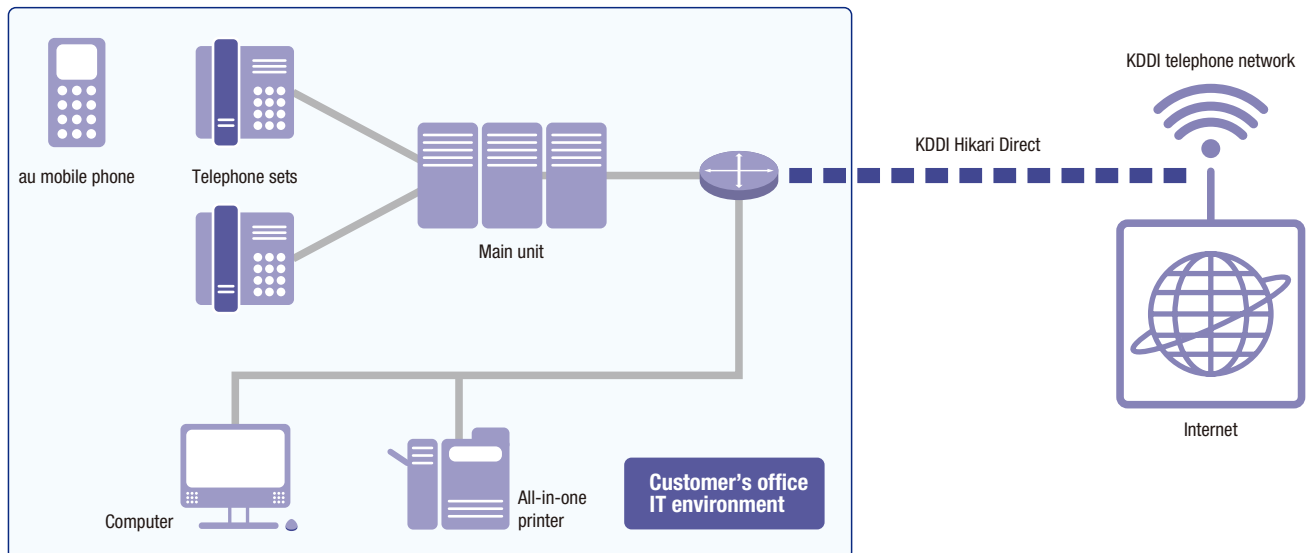
Upon resolving the issues extracted from this test, we aim to keep up the trials in order to realize useful information provision to people with hearing disabilities.



Caption generator test

Example of “KDDI Matomete Office” System Proposal

KDDI proposes the optimal office IT environment for our customers by offering an all-inclusive solution that combines communications devices and OA equipment with KDDI's telecommunications services and includes the selection, procurement, introduction/installation and maintenance of models.





Consumer Issues

Our Initiatives for Smartphone Users

Expanding and Enhancing Security Services for Android™* Smartphones

To ensure safe use of Android™ smartphones, in December 2010, KDDI embarked on the experimental provision of “IS series Remote Data Deletion,” a security service that enables remote-controlled deletion of data in the event of theft or loss of the smartphone.

In January 2011, we announced the expansion of this security service to corporate users, and in February, we started the experimental provision of “IS series Remote Lock,” which locks the pre-registered Android™ smartphone by remote control over the Web. This function is provided for the purpose of reducing the risk of information leaks and unauthorized use.

Then in June, we began the provision

of the service “Business Convenience Pack for Android™,” which offers enhanced security and management functions. We will continue to expand our security services for the safe use of smartphones.

Japan Smartphone Security Forum

To contribute to the safe use of smartphones, which are rapidly becoming more popular, KDDI joined the preparatory association for establishing the “Japan Smartphone Security Forum (JSSEC)” in February 2011. Since the foundation of the preparatory association, telecommunications carriers, equipment manufacturers, application developers, system integrators, and other relevant organizations have cooperated to solve security issues, recruit corporate members and arrange for the

establishment of the JSSEC.

Finally in May 2011, JSSEC was officially launched and we have 94 corporate members as of June 30, 2011. Through this Forum, KDDI aspires to conduct efforts for the improvement of security literacy among smartphone users.

Supporting the Earthquake Early Warning for Smartphones

To support the customers’ safety and security, KDDI delivers earthquake early warnings released by the Japan Meteorological Agency to au mobile phones. KDDI is also a Japan-based mobile carrier with the largest number of smartphone models supporting this function. We will continue to equip all au mobile phones with the earthquake early warning system as a standard function.

* “Android” is a trademark of Google Inc.

TOPICS

Finding Young Talent and Product Development

“iida AWARD”

KDDI hosts the design competition “iida AWARD,” which targets students worldwide with the intention to conceive products with novel touch and value to the mobile phone brand “iida.” Award-winning works are made into products over a period of one year after reviewing the specifications with the winning students and manufacturers.

During FY2010, we commercialized 3 works that won awards in “iida AWARD 2010.” In the second iida AWARD, “iida AWARD 2011,” we received a total of 570 works from 237 universities, colleges, vocational schools, and high schools, from which we selected 3 groups as winners.

This will be an ongoing project for finding and preempting original talent to satisfy our customers and meet their needs.



Three “iida AWARD 2010” winning works made into products
Left: koyubitoring (phone strap), Center: AC Adapter KiiRol (AC adapter),
Right: AC Adapter WORLD OF ALICE (AC adapter)

VOICE Voices of Product Staff

We received comments from the students that the experience of discussing the price, profits, schedule, and the other essentials involved in creating a product with the manufacturers was a priceless experience with regard to entering the workforce in the future. While the “iida AWARD” is a business pursuit that is aimed at commercializing a new product, it also has great significance in cultivating young human resources. Through this program, we intend to continue finding and developing young talents all over the world and create high-quality products.



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