Voice of Customer Activities in Japan

IM 2:
How Japanese companies reflect the voices of customers on their products

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2012.10.23
1. Typical VOC utilization process
2. Example of Panasonic Corporation
3. Example of Nestle Group in Japan
4. Example of Shiseido (cosmetic)
5. What do consumer expect of manuals?
6. The 7 traits of good printed manuals
With 25 years of history behind the symposium, “UX (User eXperience)” was selected as this year’s theme in order for us to share a sense of crisis and inspire hope for the new era.

UX considers that the value offered by the manufacturer is decided by the quality “experience” that customers get after purchasing a product or service and using it.

In recent years, what really is important to the customer is no longer the function or performance. Work is more enjoyable or what you wanted to do can be done more easily by using the product.

It is not the customer that adapts to the system but rather the system that exists alongside the customer. These types of experience are beginning to offer greater value to the customer.

In the symposium this year, we hope to have extensive discussions on UX ranging from “What is UX?” to “How can we realize UX?” based on various case examples.
Japanese companies regards VOC information as a “treasure trove” to be exploited in the interest of product development and improvements in functionality, quality, and service.

**The customer call center** responds to telephone and mail inquiries received from customers on a daily basis. The sales department also receives VOC information from sales personnel and clients.

**Collation of VOC information**
VOC information is recorded, entered into a database, and analyzed on a daily basis.
VOC info is used to identify needed improvements
Based on VOC information, conditions that contribute to making products or use manuals difficult to use are analyzed and issues that require improvement are considered.

VOC info is used to improve products and manuals
Deliberative committees are convened in departments responsible for product development or production of use manuals, and measures are taken to improve the quality of delivered products or services.
Voice of the customer by telephone, we deliver to the relevant departments.

We have heard the voice of your customers on the telephone answering.

We are led to direct contacts. We will not keep you waiting.
Improved layout of the program table

Since there was a column on the left side of the table ad program, contact us with the "I want to get rid of ads" from the table that the width of the program has been narrow had been frequently asked.

Turn off the ads on the left side of the screen program guide, do not you be able to show the entire screen in the table?

The left side of the screen Advertisement column
Go to the top surface of the screen, such as the position of the ad

Go to the top surface

Full width of the screen displays the program table

I want to erase the cumulative number of ads that are displayed in the table show.
Reduction of inquiries about connection and installation

⇒ Introduction of simple preparation guide for BD Recorder

Effects of introducing: Connection and installation complaints have been reduced by 60% compared with the model without guide.
Inquires about Maintenance

As can be seen in visual improvement and "wipe" to "wash"

“Wash” the blue band, "Wipe" thin blue band

Inquiries regarding Maintenance was reduced by 10% for the year
Many of Japan’s manufacturers have built support systems that utilize the Web to provide customer support. This has produced a boom in “Instant support, 24 hours/day, 365 days/year,” and “Interactive Q&A-type support using rich media (video and audio).”
The background for this is the attractiveness of Web support as a means of ameliorating dissatisfaction with support by telephone or printed material.

<table>
<thead>
<tr>
<th>Main complaints about support by telephone or printed material</th>
<th>With the introduction of Web support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Having to call is a bother</td>
<td>Web support can be used freely, without hesitation</td>
</tr>
<tr>
<td>It’s hard to get through by phone.</td>
<td>Can be used at customer’s convenience</td>
</tr>
<tr>
<td>Manual illustrations by themselves are hard to understand.</td>
<td>Can use actual product photos and videos</td>
</tr>
<tr>
<td>Doesn’t provide the latest information.</td>
<td>Latest information can always be made available</td>
</tr>
<tr>
<td>Which explanation applies to me?</td>
<td>Interactive assessment zeroes in on explanation fitting customer’s situation</td>
</tr>
<tr>
<td>Explanations are complication and hard to understand.</td>
<td>Always evolving based on VOC info</td>
</tr>
</tbody>
</table>
Example of Nestle Group in Japan -1/5

日本のネスレグループ  Nestlé Group in Japan
Information Source of VOC
1. Customer Call Center: Requests, Complaints, Inquires
2. In the front of a store: Sales situation, Sales promotion, Competitor
3. Web Community: consumer’s Voice, True intention
4. Social Networking Service: Customer’s Voice

Analysis & Report
Using “text-mining approach”

Sharing Information
Summary math

Process of value creation
Marketing, Sales, manufacturing area, management, Communication area

Nestle VOC Portal
■ Difficult to Open the package

Number of complaints per year

<table>
<thead>
<tr>
<th>Year</th>
<th>Complaints</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>33</td>
</tr>
<tr>
<td>2008</td>
<td>63</td>
</tr>
<tr>
<td>2009</td>
<td>61</td>
</tr>
<tr>
<td>2010</td>
<td>98</td>
</tr>
<tr>
<td>2011</td>
<td>114</td>
</tr>
</tbody>
</table>
Improved by printing the three illustrations on the cover of the individual package the image of a sports.
Changes in the number of complaints about the opening of the individual package  ----  Comparison of 2011 and 2012
■ Domestic Business

■ Overseas Business

■ 連携化粧品事業

■ 海外化粧品事業

■ プロフェッショナル（国内）ヘルスケア（食品・医薬品）

■ プロフェッショナル（海外）
# 10 Best Inquiry about products

<table>
<thead>
<tr>
<th>No.</th>
<th>Contents of Inquiry</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>How to use</td>
</tr>
<tr>
<td></td>
<td>How to use, The order of use, combination use, Timing</td>
</tr>
<tr>
<td>2</td>
<td>Advantageous effect</td>
</tr>
<tr>
<td></td>
<td>Difference Between A to B, discover what works best</td>
</tr>
<tr>
<td>3</td>
<td>Merchandise policy</td>
</tr>
<tr>
<td></td>
<td>Confirmation of launching product, Availability of product</td>
</tr>
<tr>
<td>4</td>
<td>Best if used before date, Date of packing</td>
</tr>
<tr>
<td></td>
<td>Do you still use cosmetics that came out of the drawer?</td>
</tr>
<tr>
<td>5</td>
<td>Ingredients, Medicinal agent</td>
</tr>
<tr>
<td>6</td>
<td>Targeted user</td>
</tr>
<tr>
<td></td>
<td>Do you accept to use for pregnant women and children?</td>
</tr>
<tr>
<td>7</td>
<td>Outer covering(including instruction to use)</td>
</tr>
<tr>
<td>8</td>
<td>Merchandise information</td>
</tr>
<tr>
<td>9</td>
<td>Price</td>
</tr>
<tr>
<td>10</td>
<td>Useability</td>
</tr>
</tbody>
</table>
Internal sharing of customer information

Text Mining System

In response to customer feedback

Customer voice of this week

Summary of the year

Topics report

Example of Shiseido (cosmetic) – 3/4
■ Content is difficult to give

The back of the display

When the content is difficult to come out, please use after shaking down on the mouth of the container.

■ Change the flat top of the cap

Storage can be inverted!

Down on the cap, when the content is hard to come out, please put use.
What do consumers expect of manuals?

Following are the top ten printed manual improvements expected by consumers, ranked in order of priority.

1. Larger text size
2. More concise explanations
3. More use of illustrations and photographs
4. Avoidance of specialized vocabulary
5. Thinner manuals
6. Elderly-friendly manuals
7. Beginner-friendly manuals
8. Putting main, “other” features into separate booklets
9. Less use of phoneticized foreign words (such as katakana)
10. Easy to use indexes and thumb tabs

*Source: “Consumer” magazine, published monthly by the Japan Consumers Association (May, 2009).

From the survey, achieving consumer satisfaction in manuals produced for multifunction products requires “concise clarity,” “writing in plain language,” “making safety information more prominent,” “extensive use of graphics,” and “greater attention to storability.”
A “good printed manual” must meet the following seven conditions.

These conditions are excerpted from the evaluation standards used for judging in the Japan manuals contest that is sponsored by the JTCA, in which manuals are judged for composition, writing quality, and design.

1. Understandability
2. Accuracy
3. Attractiveness
4. Searchability
5. Ease of use
6. Usefulness
7. Consideration for consumer protection

These conditions should be used as a checklist when producing consumer instruction manuals for the Japanese market.
Thank you for your attention!