

Telco CX leaders 2022

Asia-Pacific edition

A comprehensive analysis of **CX initiatives**
by leading telcos



2.

NTT DOCOMO

Retail stores as brand experience centres



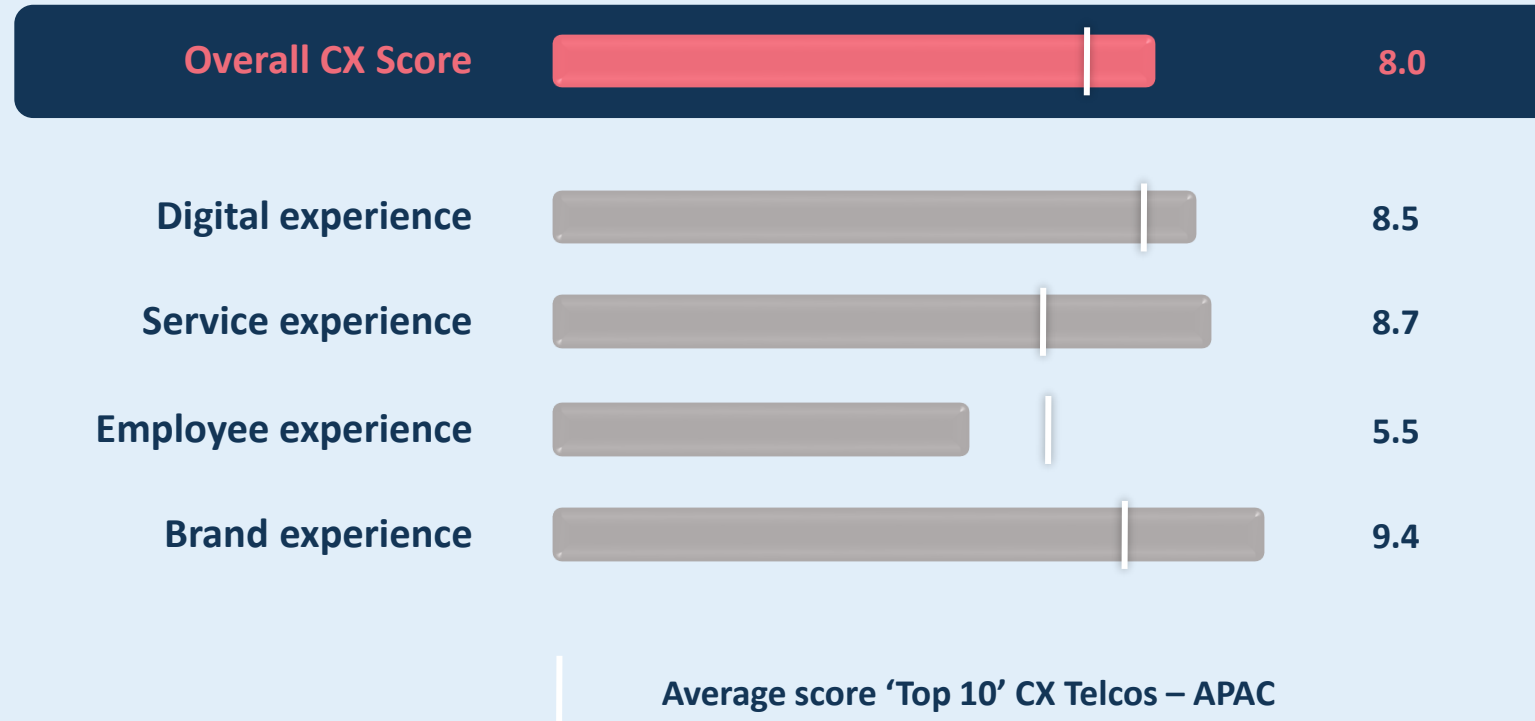
Kazuhiro Yoshizawa,
President & CEO



DOCOMO has re-defined the meaning of 'customers' as we expand services outside of the telecommunications field... As such, we will shift from a customer base centered on mobile subscription to a customer base centered on members.

Performance on twimbit CX Framework

Redesigning customer touchpoints to enhance CX

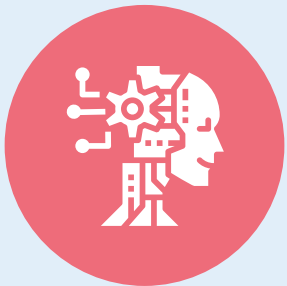


Top Initiatives

Leading customer programs across our 4 pillars



Digital experience



Providing sensory
experiences via MY
NETWORK™

Service experience



An in-store experience like
no other – ‘d garden’

Employee experience



Promoting a culture of
innovation

Brand experience



Making inclusive products –
‘DOCOMO Hearty Style’

Providing sensory experiences via MY NETWORK™ Concept

DOCOMO intends to provide a diverse array of peripheral devices such as wearable and XR devices for the 5G era

In June 2020, DOCOMO started **selling wearable headsets** in an alliance with Magic Leap Inc.



XR Glass



Translation
earphone



Table Screen



Mirror
Screen



Drink Maker

An in-store experience like no other... 'd garden'

A shift from customer acquisition to
enhanced Service experience

Welcomes subscribers from all networks

Digital displays for reduced visual noise

**Originally composed in-store music that enacts the
time of day**

**Enhanced staff functionality – upgraded work areas &
uniforms**

**Lounges and cafe environment for a personalized
shopping experience**

'd garden' prototype stores

1. Showcase

2. School

3. Mobility

4. Entertainment

5. Kids

6. Cafe

7. Office



Promoting a culture of innovation

Supporting employee ideas to enhance current offerings and to create new sources of revenue

Promoting 'Process Innovation'

Under Top Gun initiative, employees within R&D, Corporate Sales, and Marketing departments innovate together to solve customers' pain point

docomo LAUNCH CHALLENGE

Employees share new business ideas and get a chance to commercialize them in turn creating new revenue flows for NTT

In-House Venture System

NTT shortlists and invests in employee ideas with direct synergies to DOCOMO Group businesses

Making inclusive products

‘**DOCOMO** Hearty Style’

Based on the universal design concept, DOCOMO designs easy to use products for all customers including the elderly and disabled

Easy touch panel



Voice output function

Easy-to-read screen
with large characters

Instruction manual in
braille, voice, and text

Usage support at
RakuPhone Center

Universal design font



Match up with DOCOMO

Leverage retail stores as experience centers

- Provide sensory experiences for the 5G era
- Enable employees as engines of innovation
- Make inclusive products for all customer segments



Insights **that find you**

The twimbit experience:



Subscriptions



Communities



Advisory

How can we help?

reachus@twimbit.com