

Telco CX leaders 2022

Asia-Pacific edition

An insight into au (KDDI)



3.

au (KDDI)

Building the 'au' ecosystem on emerging technologies



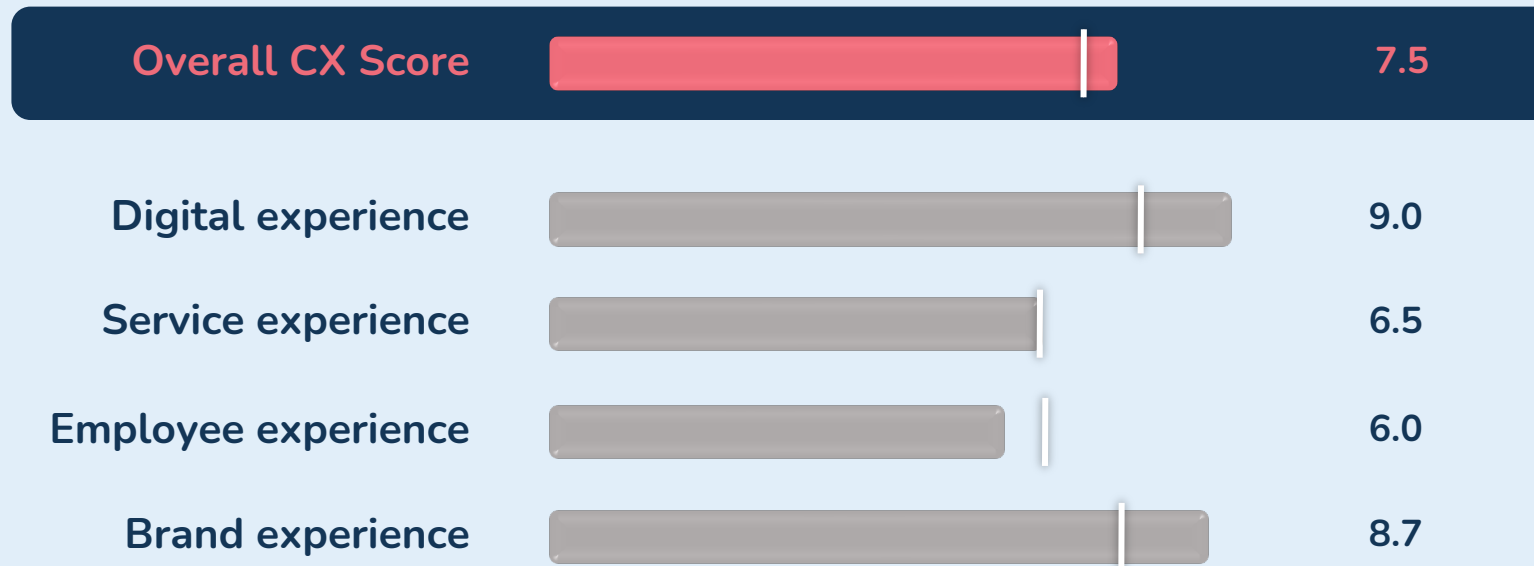
Makoto Takahashi,
President,
KDDI Corporation



To further 'the integration of telecommunications and life design,' KDDI rearranged its four segments into the Personal Services Segment for consumer-facing businesses... the telecommunications business has driven growth to date, but in the future, KDDI aims to expand earnings on a total ARPA basis that integrates telecommunications and life design services.

Performance on twimbit CX Framework

Offering new solutions to become customer's lifestyle partner



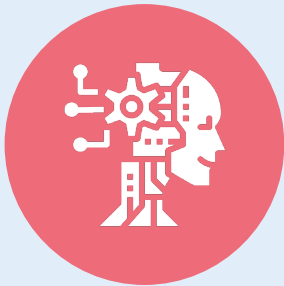
Average score 'Top 10' CX Telcos – APAC

Top Initiatives

Leading customer programs across our 4 pillars



Digital experience



Expanding life design
services using
emerging technologies

Service experience



Fulfilling personalized
needs responsibly

Employee experience



Diverse work styles to
match employee needs

Brand experience



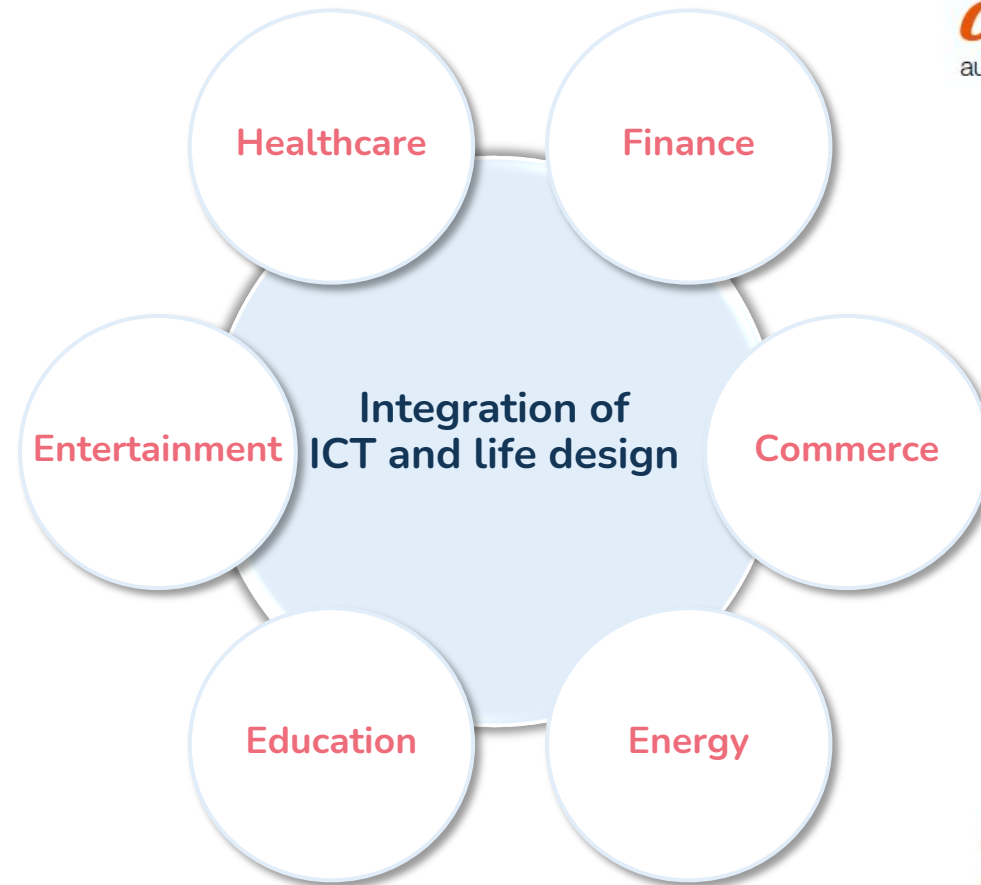
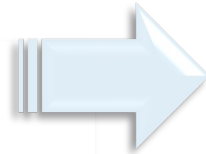
Attracting youngsters
by sponsoring
sporting contests

Expanding life design services...

A shift from customer acquisition to enhanced service experience

Accelerate 5.0

KDDI's vision where an individual's life and economic development are compatible



au じぶん銀行
au Jibun Bank

au PAY

au でんき
au Electricity

au 損保
au Property Insurance

au スマートパス
au Smart Pass

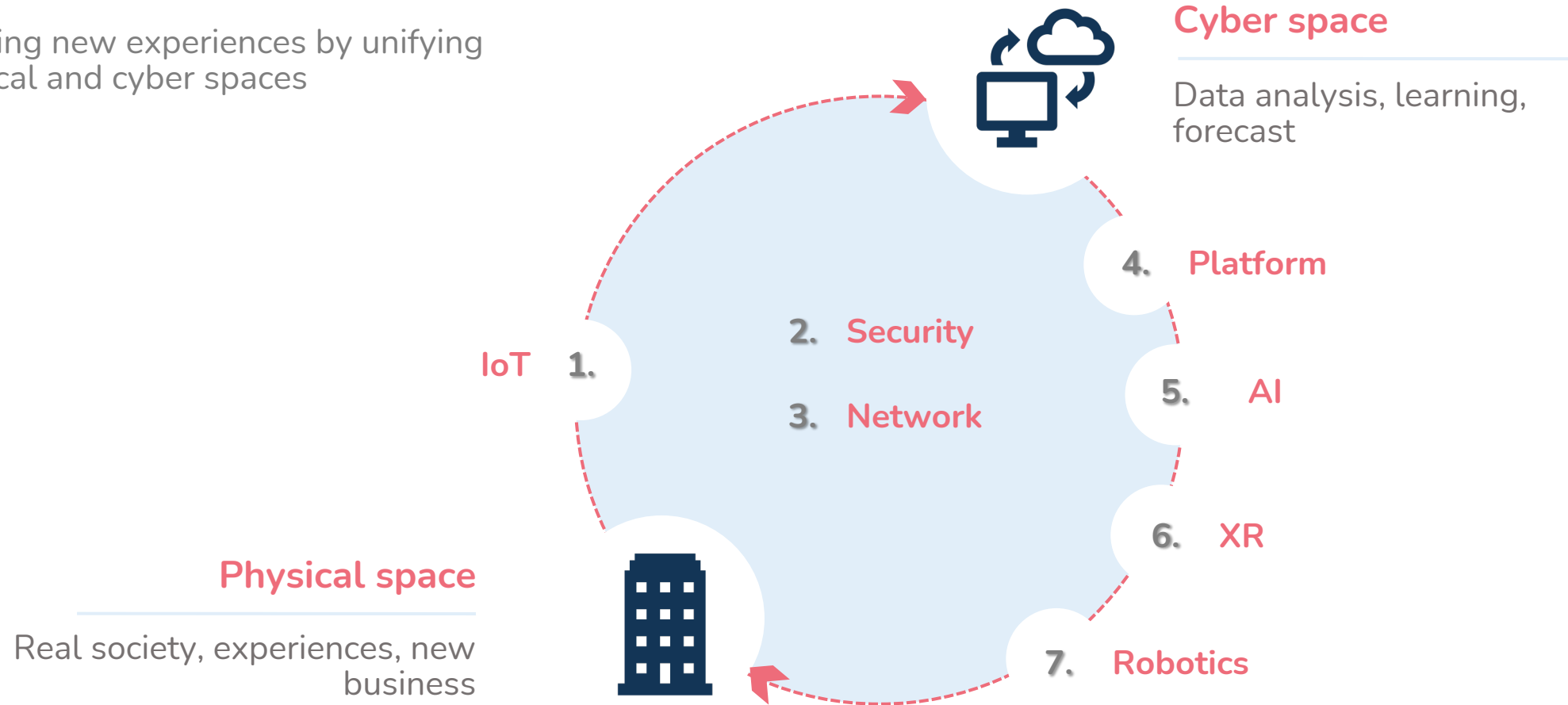
au 住宅ローン
au Housing Loan

au の生命ほけん
au Life Insurance

au の損害ほけん
au Property Insurance

...using 7 emerging technologies

Creating new experiences by unifying physical and cyber spaces



Fulfilling personalized needs responsibly

Elderly

Large screen, easy to read text, easy-to-use home screen and dedicated buttons for payment and shopping service



BASIO4

Youngsters

Touch-screen mobile phone for kids, with a security alarm and location confirmation feature



mamorino5

Disabled

Text-to-speech function that reads aloud menu, e-mails, and other text for elderly and visually impaired people



Simple Phone
KYF38/KYF41

Diverse work styles to match employee needs



Flexibility

Work shift interval rule program

Daily work limit set to 9 hours

Variable working hours system

Change working hours monthly

Telework program

Work from home for all employees

Discretionary work system

Focus on high performance in a short time

Lifestyle



Shorter working hours for caregivers

Working hours as per family obligations

Employment within restricted area

For employees with relocation issues

Spouse accompaniment leave program

Leave of absence to accompany spouse overseas

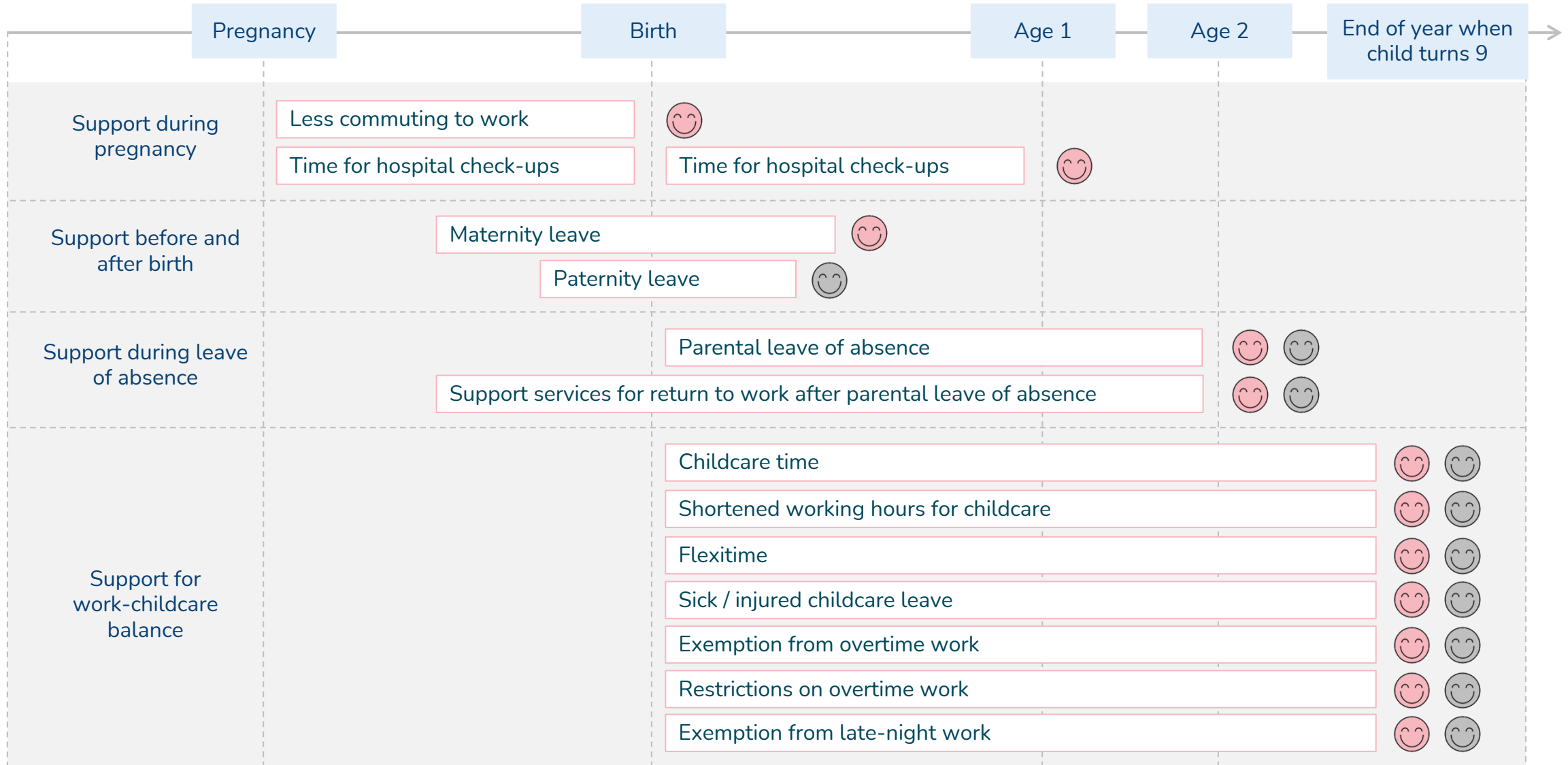
Work-Childcare balance initiative

Pre and post child birth program



au (KDDI) program for Work-Childcare Balance

 For women  For men



Attracting youngsters by sponsoring sporting contests



Soccer

Japan's national soccer teams - the Samurai Blues (men's team) and Nadeshiko Japan (women's team)



Baseball

Sponsors of the Yokohama DeNA BayStars



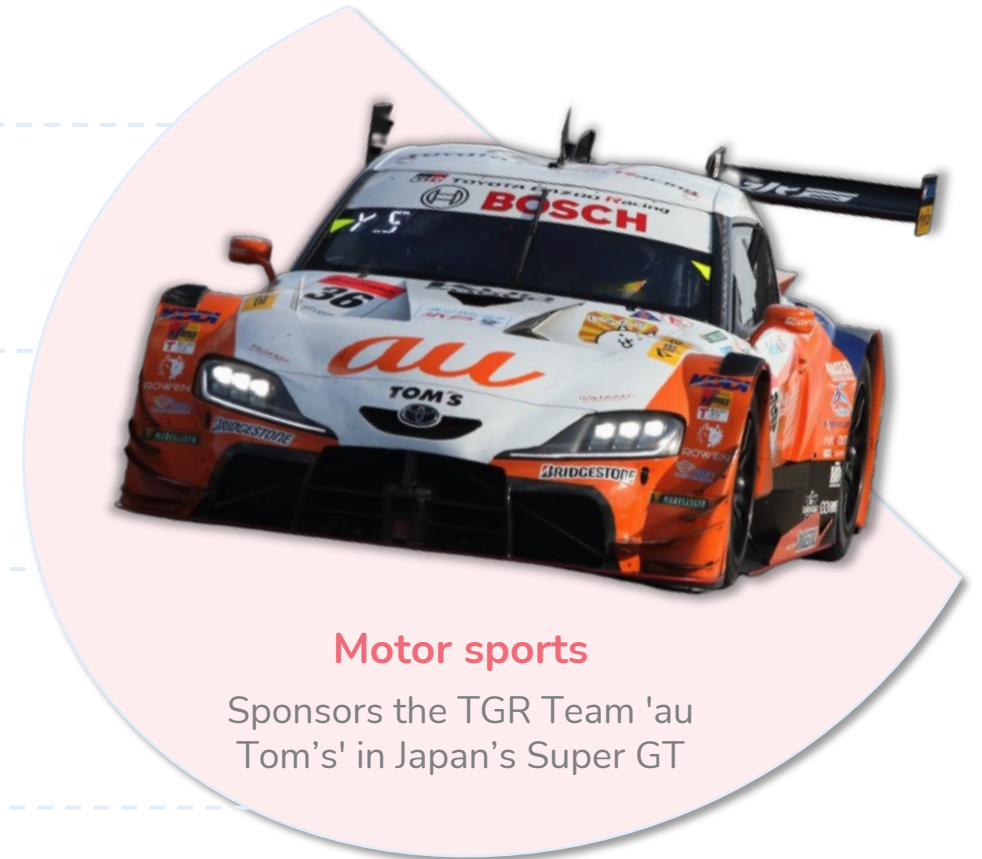
Sport climbing

Sponsor of the sport climbing category of the Japan Mountaineering and Sport Climbing Association



E-Sports

Sponsors of the Japan eSports Union (JeSU) and the pro team Detonation Gaming



Motor sports

Sponsors the TGR Team 'au Tom's' in Japan's Super GT



Match up with au

Build ICT solutions to become a lifestyle partner of customers

- Leverage emerging technologies to build a lifestyle ecosystem for users
- Provide multiple work style options to suit needs of employees
- Combine branding with service offerings



Insights **that find you**

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