

# Telco CX leaders 2022

## Asia-Pacific edition

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An insight into Rakuten Mobile



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## Rakuten Mobile

Rethinking 'mobile network' without legacy infrastructure



Hiroshi Mikitani,  
Chairman and CEO

**Rakuten** Mobile

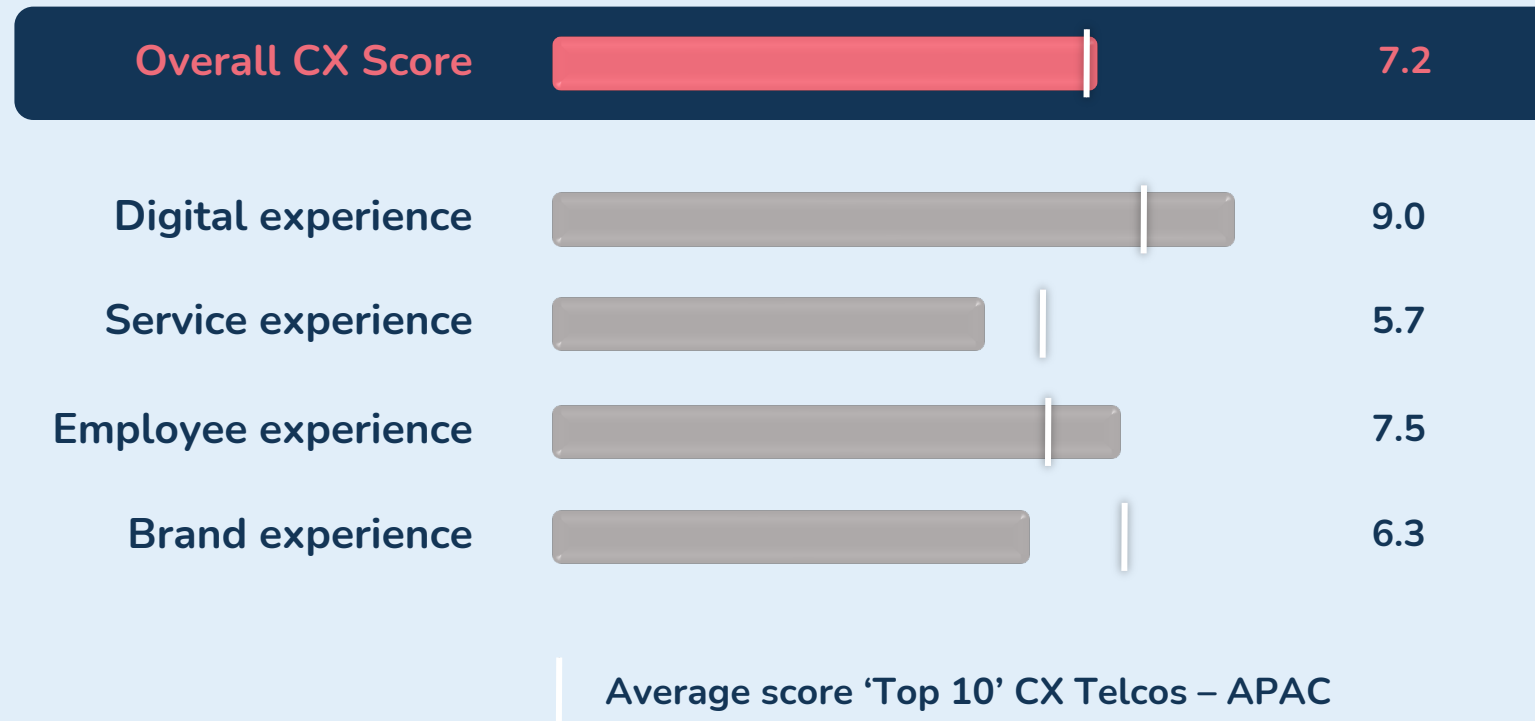


We are also moving forward with the Rakuten Communications Platform (RCP), a cloud-native telco platform that allows operators, governments or enterprises to build secure and open mobile networks... More than ten global customers are already using parts of the platform in their networks. RCP has the exciting potential to generate revenue equal to or even greater than the mobile carrier business.

# Performance on twimbit CX Framework

*Pushing network affordability to new limits*

**Rakuten** Mobile

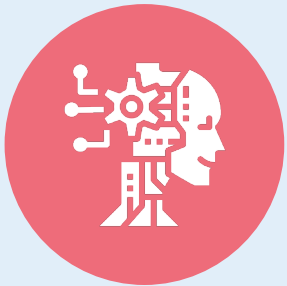


# Top Initiatives

*Leading customer programs across our 4 pillars*

**Rakuten** Mobile

## Digital experience



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Using tech to offer  
unparalleled price  
competitiveness

## Service experience



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Rakuten Mobile, the  
cornerstone of the  
Rakuten Ecosystem

## Employee experience



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Employee-led, bottom-  
up quality improvement  
activities

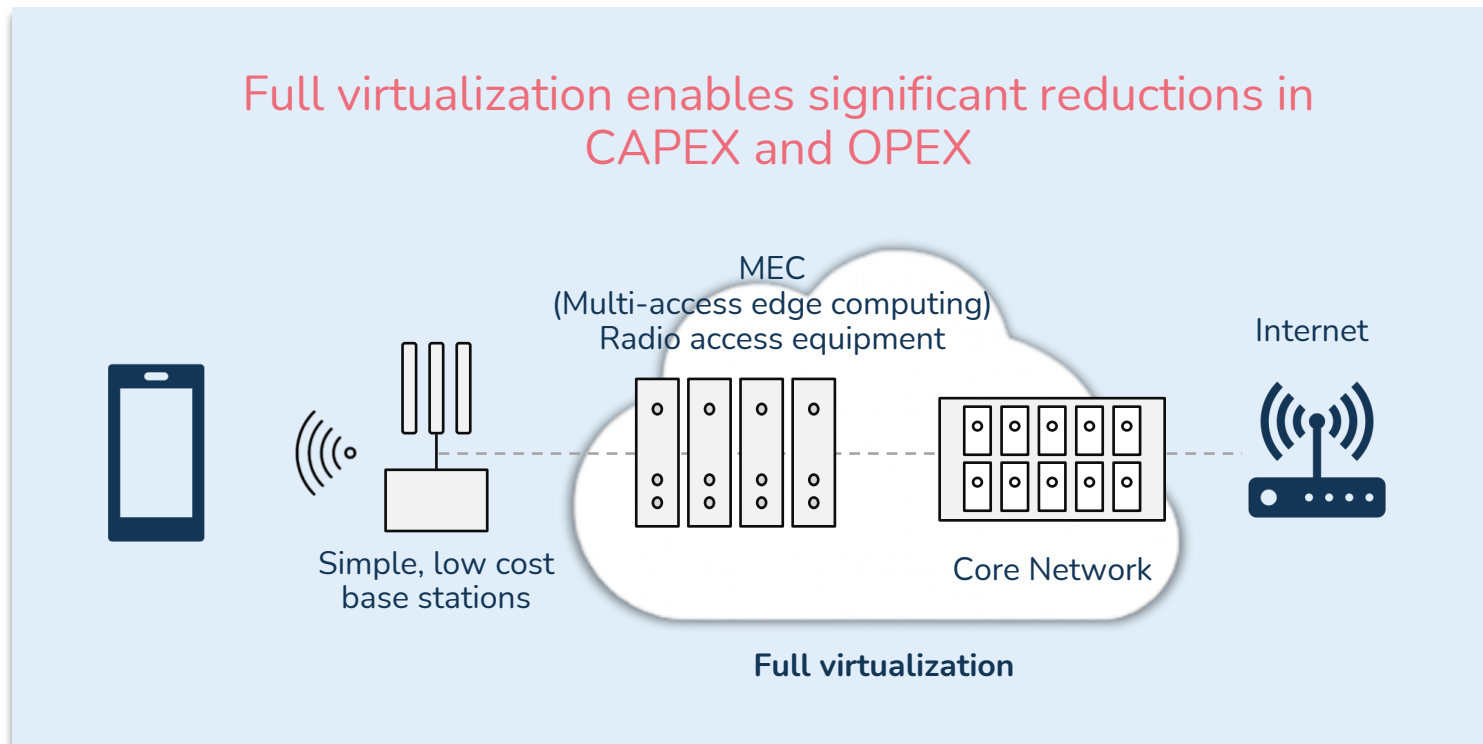
## Brand experience



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Supporting Japan's local  
communities

# Using tech to offer unparalleled price competitiveness



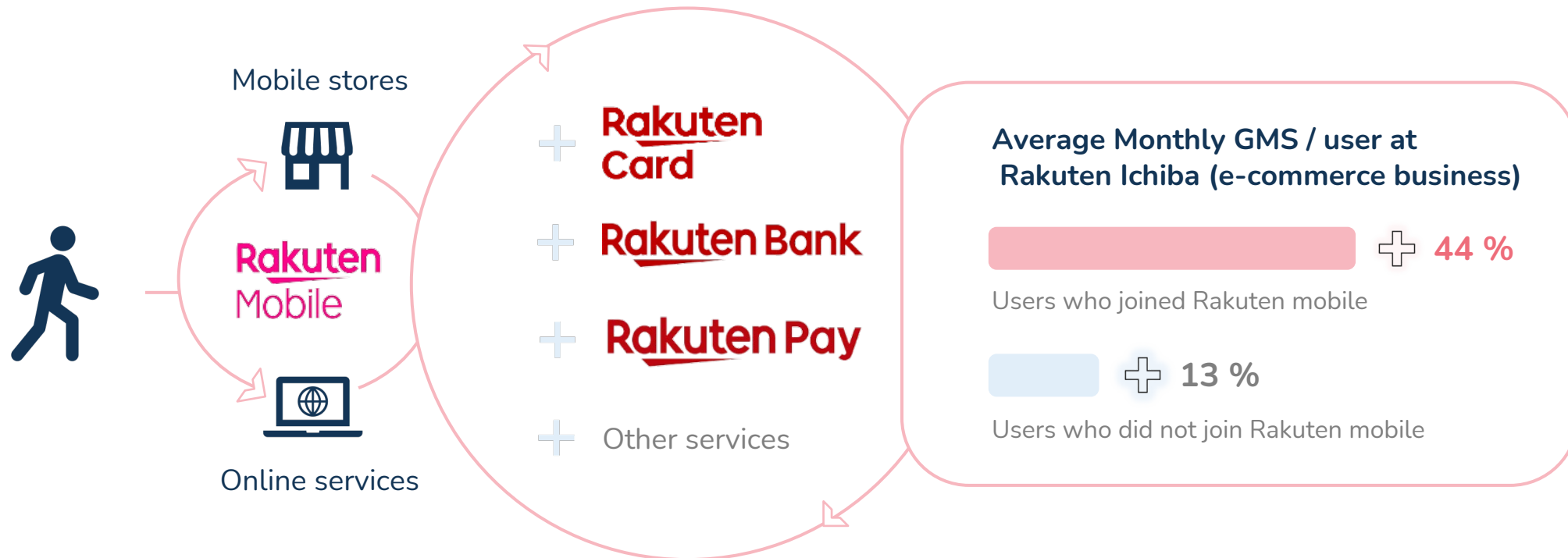
World's first end-to-end fully virtualized mobile network without expensive legacy infrastructure

Enables flexible deployment of new services and a speedy, low-cost transition to 5G



# Rakuten Mobile, the cornerstone of the Rakuten Ecosystem

Rakuten Ecosystem offers over 70 services and has more than 100 million members



A virtuous cycle boosting loyalty within the Rakuten ecosystem

## Employee-led, bottom-up quality improvement activities

Quality Control Circle (QCC) activities are led by employees to enhance the quality and productivity of services alongside improving their skills

Number of employees  
participating  
in QCC activities in 2020

**1,433** employees  
**x2.1** times YoY

Number of employees  
participating  
in QCC training in 2020

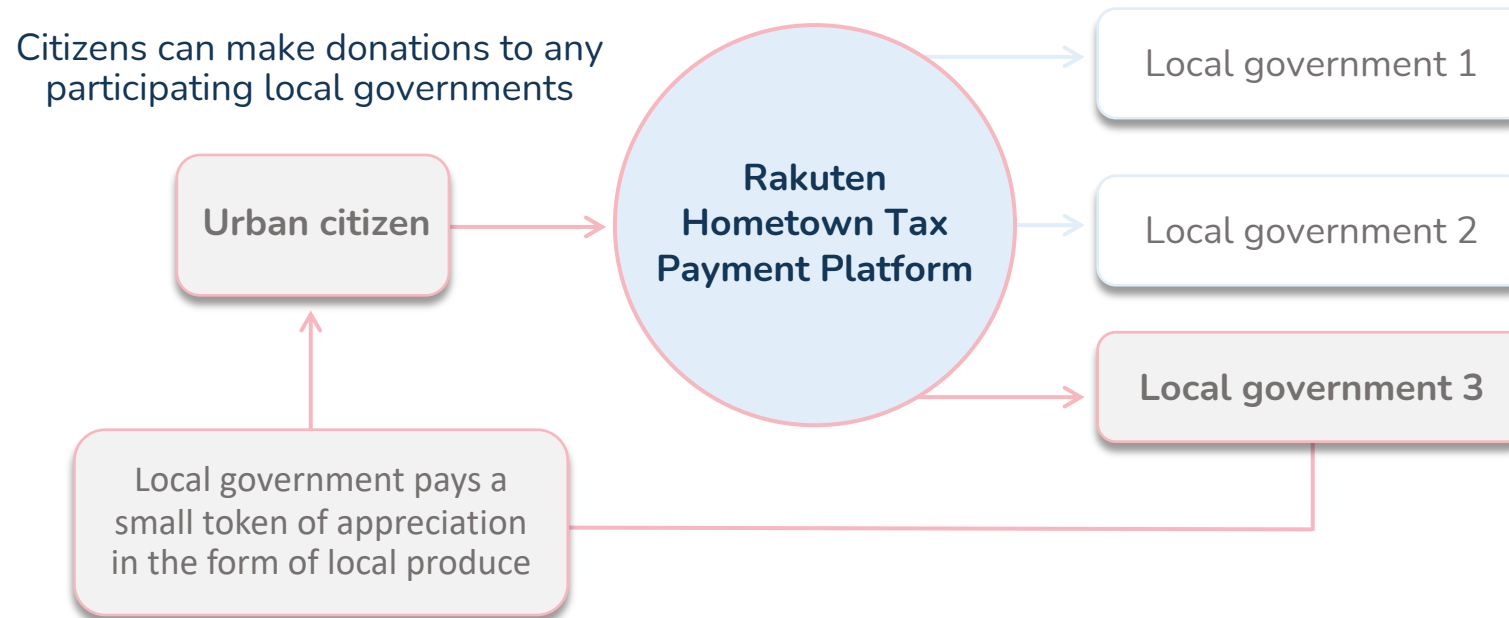
**1,253** employees  
**x1.2** times YoY

Number of QCC projects  
carried out in 2020

**326** projects

## Supporting Japan's local communities

## Rakuten Hometown Tax Payment platform links donors with local governments of Japan that are pursuing regional vitalization



## Saving onions from going to Waste

In Kasaoka City, due to a drop in demand, about 400 tons of onions were headed for disposal.

In response, the platform put up a dedicated page, collected over 10,000 donations and provided onions to donors.



A photograph of a Rakuten storefront at night. The building has a bright pink sign with the 'Rakuten' logo in white. The entrance is a large glass door, and a person in a pink jacket is standing inside. To the right of the door is a large window displaying a purple, glowing network diagram. The interior of the store is visible through the glass, showing a modern, brightly lit space with white walls and a pink wall in the background.

# Rakuten

## Match up with Rakuten

Explore network 'virtualization' for price competitiveness

- Cross-leverage synergies amongst different ecosystem services
- Empower employees to drive operational efficiency
- Use your expertise to create a positive brand recall



Insights **that find you**

The twimbit experience:

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How can we help?

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