

Japan Post Group Customer Satisfaction

Customer-Oriented Business Conduct

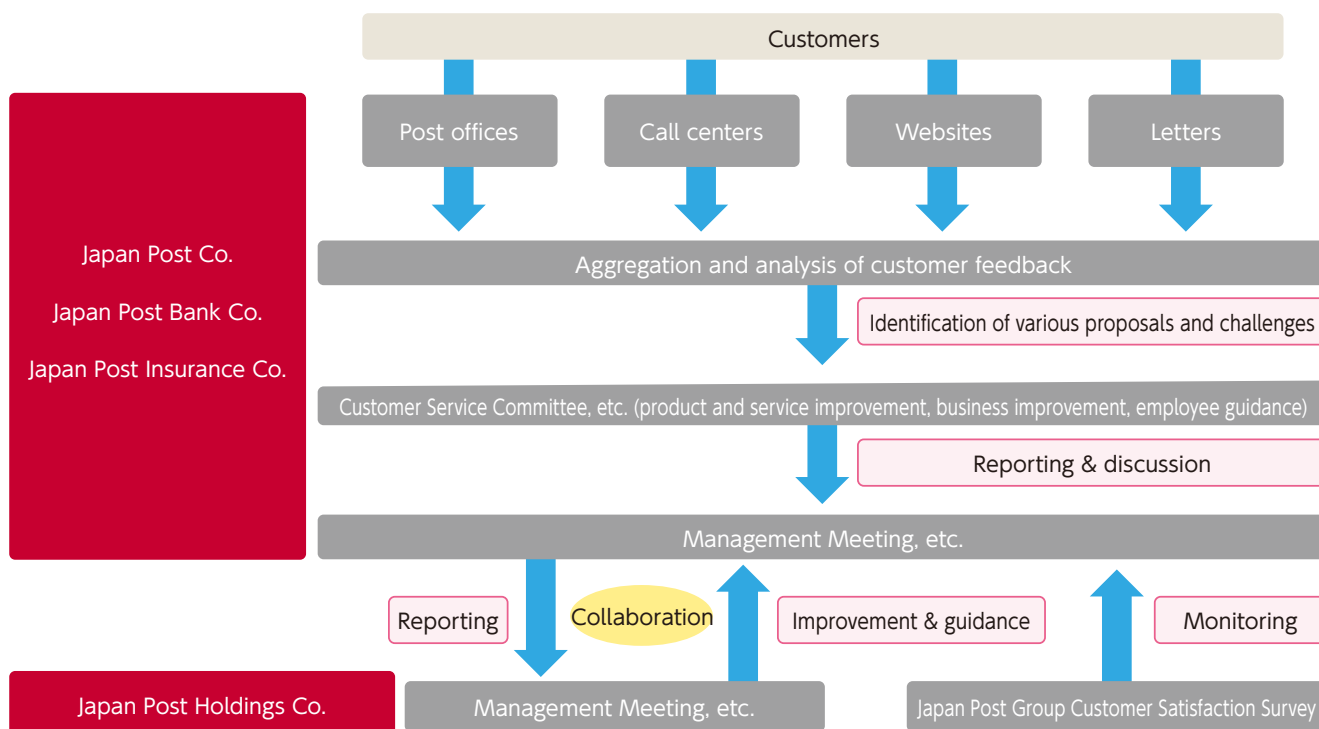
Japan Post Group works to conduct a customer-oriented business as it states in Japan Post Group Management Philosophy, “Stressing the security and confidence of Japan Post Group network, the Group, as a private corporation, is demonstrating creativity and efficiency to the greatest extent possible and will provide customer-oriented services, support the lives of customers in local communities and aim for the happiness of customers and employees.”

*For details, please refer to the Japan Post Holdings Co. website (<https://www.japanpost.jp/corporate/fiduciary.html>) (in Japanese).

Listening to Customers' Feedback

Japan Post Group aggregates and analyzes customer feedback and makes required improvements with the aim of providing products and services that bring customer satisfaction.

Initiatives to incorporate customer opinions into management



Example of improvements made based on customers' feedback

Company	Customers' feedback	Improvements
Japan Post Co.	I wish there were more self-adhesive stamps with simple designs I can use for business, not just those with flowery designs or animation characters.	Issued self-adhesive stamps with simple designs, “Greeting Stamps (Simple ¥82).”
Japan Post Bank Co.	I wish it was easier to find Japan Post Bank ATMs.	Introduced the “Japan Post Bank ATM Finder App” that allows users to search for their nearest Japan Post Bank ATM based on current or other specified location, and guides them to the ATM.
Japan Post Insurance Co.	So many documents require a personal seal, so I wish more processes could be done without one.	Expanded the range of processes that can be completed without a personal seal by having customers sign for processes that previously required a personal seal.

Initiatives to Improve Customer Satisfaction

Japan Post Group is working to improve customer satisfaction by enhancing response skills at post offices and sharing information about appreciation or praise received from customers.



Preventing damages from special of fraud



Post office helped to prevent damages from bank transfer fraud, which has recently become a major social problem, and received certificates of appreciation for these efforts.

Japan Post Group Customer Satisfaction Survey

Japan Post Holdings Co. conducts a survey on customer satisfaction levels and intentions of use at post offices in order to accurately ascertain customer opinions on products and services and respond to new needs.

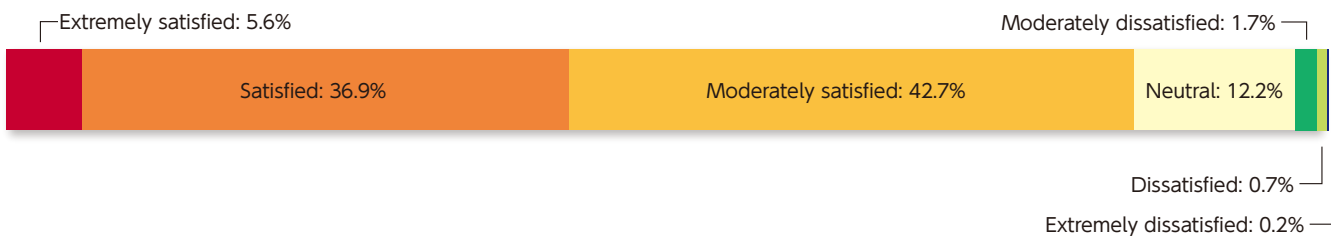
Japan Post Group will continue to regularly conduct surveys as a means of further improving customer satisfaction and the results of analysis of issues and other aspects learned through these surveys will be actively reflected in management operations.

Overall Group Satisfaction

How satisfied are you with post offices overall*?

* "Overall" refers to counter operations and telephone support, quantity and types of products and services handled by post offices, business days and hours, and facilities.

◇(Satisfied: 85.2% Dissatisfied: 2.6%)



For survey results regarding various Group services, please refer to <https://www.japanpost.jp/group/pdf/cs2017.pdf> (in Japanese).