Customer Services

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Our mission as a provider of telecommunications services is to offer all DOCOMO users a reliable communication environment in which they can use their mobile phones anytime and anywhere. We are also committed to the safety of our communication devices from the design stage of development. The diligent performance of these functions is at the heart of our steadfast efforts to deliver better mobile communication experiences in terms of reliability and convenience to all our users. Having set up our Network Division in July 2017, we will continue to pursue rapid, comprehensive construction and operation of a total network service infrastructure encompassing mobile terminals and applications to bolster company management that places even greater emphasis on customer satisfaction.

Provision of Network Services

Basic Policies and Philosophy

DOCOMO seeks to provide constantly improving network services that consistently satisfy customers. Building base stations to expand our service areas offers connectivity to our customers wherever they are, in the city, on the subway or in a remote location or relatively unpopulated area. We also work to maintain a system that ensures connectivity around the clock, all year round, regardless of any specific circumstances that may arise in the course of a normal day or special event.

We are improving connectivity during spikes in service demand and raising the reliability of our telecommunications services during network failures by implementing the network functions virtualization technology. In addition to increasing communication speeds, we are constructing a robust lifeline based on DOCOMO’s Three Principles of Disaster Preparedness, which we can rely on in times of disaster.

Overall Layout of DOCOMO’s Network

The DOCOMO network comprises the radio access network, core network, service platform, various mission-critical systems and the operation system.

**DOCOMO’s Network Layout**
6. Customer Services > Provision of Network Services

Expansion of the Service Area

● Building Base Stations
We are building base stations to further enhance voice communication and data transmission as well as to expand our service area. The number of base stations has been increasing every year, with a total of 185,000 LTE base stations and 109,000 FOMA base stations operating in fiscal 2017. As for LTE, we are increasing the number of base stations capable of handling higher communication speeds offered by PREMIUM 4G, and the number of stations has increased from 22,800 stations in fiscal 2015 to 108,300 in 1,637 cities across Japan in fiscal 2017.

Since the late 1990s, we have maintained a workforce of between 900 and 1,100 researchers for research and development and have spent around 80 billion yen to 100 billion yen annually since the year 2000. We continue to lead in the global mobile communications business and provide innovations that serve as the backbone of sustainable development. Also, we will focus on base station maintenance with an eye toward the coming commercialization of 5th generation (5G) mobile communications.

● DOCOMO’s Approach to Installing Base Stations
Before building a new base station, we provide explanations to local residents in accordance with the rules stipulated by relevant laws and regulations or to those in areas designated by DOCOMO’s internal rules where such laws and regulations do not apply. We also address the concerns of some residents in regard to the effects of electromagnetic waves or ambivalence about the construction of antenna towers by exercising due care and offering complete information. When building base stations, our first priority is the safety of the local residents.

● Activities for Inspecting and Improving Reception Quality
In order to ensure coverage quality and expand our coverage area, DOCOMO widely solicits information from customers on reception quality. We will continue to improve reception quality by using this feedback while building more base stations in an effort to ensure a more stable environment for our mobile phone users.

At the request of a customer, DOCOMO offers suggestions for improving reception quality. To do this, we use DOCOMO repeaters, which boost indoor reception quality, and compact femtocell base stations.

In fiscal 2017, we received about 60,000 customer inquiries related to reception quality. Our action to respond to these inquiries sincerely represents the base of our efforts to improve reception quality. In addition, to further enhance our improvement activities, we will conduct reception quality tests throughout Japan while in motion in vehicles or on foot.

● Ensuring the Quality of Communications Services during Large Events
Major events and exhibitions gather large numbers of customers in a single location. Local base stations may experience intermittent overloads causing spotty phone service when these customers use their mobile phones at the same time. We prepare for such potential problems by proactively implementing special measures.

For example, to deal with fireworks, concerts and other large events, held throughout the country, base station loads are dispersed by installing mobile base stations and docomo Wi-Fi Spots at the event and adjusting the coverage area of neighboring base stations. In addition, facility capacity is augmented by setting up base station facilities to cover the venue and modifying the software that controls the facilities to accommodate peak use.

The New Year holiday is another time when service demand spikes, due to New Year greeting calls and mail. To ensure even smoother use of our telecommunications services at that time, we carefully plan for the holiday service demand in advance while enhancing our telecommunications equipment monitoring system and controlling traffic. In addition, we are
Enabling Communications in Remote or Relatively Unpopulated Areas

DOCOMO has drawn up its Basic Policy on Area Expansion to strategically develop base stations in remote or relatively unpopulated areas. Our service coverage ratio in Japan for 3G FOMA has reached nearly 100%. The coverage ratio for 4G LTE has also expanded to 99%, and we plan to raise coverage to 100% by the end of fiscal 2018.

Apart from these measures for remote areas, we also respond to temporary spikes at locations such as tourist spots that experience seasonal increases in demand from visitors. For example, we provide stable telecommunications services on the top of Mt. Fuji by installing a temporary base station at the summit during the climbing season. We also install special antennas along mountain trails or compact base stations on the roofs of mountain huts in order to expand the coverage on trails where radio waves are blocked by the surrounding trees or by neighboring mountains. This has helped climbers make rescue calls when they are hurt or lost and has increased the number of lives saved.

Overseas Use of Mobile Phones

DOCOMO is expanding its international roaming service so that customers can enjoy the convenience of their mobile phones overseas. Specifically, we offer the WORLD WING service, which allows customers to continue using the DOCOMO mobile phones they use in Japan within the service areas of overseas carriers that partner with DOCOMO, while retaining the same phone number and e-mail address. In addition, to enhance quality of overseas communication, we are expanding the number of countries and regions covered by our LTE-based, high-speed communication, LTE international roaming services, or VoLTE international roaming services that offer high audio quality. As a result, the WORLD WING service is now available in over 220 countries and regions.

Furthermore, to offer a greater sense of security for customers, in March 2018 we started Packet Pack Kaigai Option that offers packet communication at a flat rate in 205 countries and regions. This is the largest coverage among Japanese telecommunications service providers. Another service we offer customers while they are traveling overseas, the Overseas Packet Suspension Service, to prevent communication charges from becoming too expensive, automatically cuts off the packet communication once the volume of communication not covered by the flat-rate packet plan exceeds the maximum limit. In addition, we have support desks at airports within Japan and overseas (in Hawaii) called the DOCOMO World Counter. This provides a complimentary phone charging service, explains applicable communication charges of mobile phones, and also demonstrates their operations.

We will continue expanding our services so that customers can use them safely and with convenience both in Japan and overseas.
Seeking Even Faster Speeds

DOCOMO continues to increase transmission speeds to realize comfortable communication for its customers. The maximum downlink transmission speed, which was 75 Mbps when we began providing LTE service in December 2010, soared to 988 Mbps by May 2018, following the introduction of high-speed technologies such as carrier aggregation, 256 QAM and 4×4 MIMO.

DOCOMO considers faster speeds to be a means for making communication even more comfortable. We will start by expanding our service areas in major cities in Japan where traffic is concentrated while also monitoring customer traffic volume. Looking ahead, DOCOMO will aim to provide networks that can be used to enjoy various types of content such as video, music and SNS, by closely following the needs of each individual customer.

We are also advancing research on 5th generation (5G) mobile communications to achieve transmission speeds exceeding 10 Gbps, about 1,000 times the capacity of LTE, in response to increasing the number of communication devices and varied services that accompany the spread of M2M communication toward the planned launch of services in 2020. Since 2013, discussions on 5G have been picking up steam at international research organizations and conferences. As an enterprise engaged in 5G research since 2010, DOCOMO is playing a leading role in global research efforts. A joint experiment on G5 was launched in 2014 in collaboration with 13 major global vendors, which has steadily yielded results in verification tests. DOCOMO is leading global innovation toward realizing ever higher speeds by leveraging its network operations know-how and leading-edge technical development capabilities, which we have cultivated for more than 20 years.
Ensuring a Stable Network

Network Surveillance and Response to Network Failures

DOCOMO strives to construct mechanisms for minimizing any disruptions to its service to provide a reliable network that customers can use anytime, anywhere.

Providing Year-round Surveillance and Response for Network Facilities

DOCOMO maintains network operation centers in Tokyo and Osaka that ensure connectivity by conducting surveillance of our network facilities and equipment, such as base stations, as well as monitoring the status of our service to customers nationwide on a 24-hour, 365-day basis.

Operators who monitor our network around the clock promptly respond when informed of an abnormality by remotely controlling network facility and traffic routes to prevent any disruption in service. They also investigate the cause of the problem, and when the facility requires repairs due to physical or other damage, maintenance staffs are dispatched to the site to replace and repair the network equipment.

Preventing Service Interruptions Caused by Network Facility Failures

DOCOMO seeks to maintain mechanisms for taking preemptive action against potential failures in network facility that could cause interruptions in our service to customers.

We daily collect and analyze data on network equipment as it functions normally to maintain service, so that when an abnormal tendency is detected we can conduct an analysis to determine if it is a warning sign of an impending failure and respond through measures such as replacing equipment before a failure can occur. In addition, we have been operating commercial network communication that uses network functions virtualization technology since March 2016. Through it we are making improvements in terms of connectivity during network congestion caused by disasters and are better ensuring continued connectivity during facility failures. Going forward, we will gradually expand the area covered by the said technology and work toward virtualization of the entire network.

Minimizing the Negative Impact of Network Facility Failures on Customers Ensuring the Reliability of Network Facilities

To ensure continued service in the event of a failure in our network facility, DOCOMO is developing a mechanism that combines several network facilities so that even if one unit of equipment fails, service can be continued with backup equipment.

For example, we seek to ensure high reliability for our customers by positioning the base stations and adjusting the coverage area so that in case one base station fails, radio waves from other stations can maintain connectivity without affecting users.

We will provide our customers a stable network by steadily carrying out these measures. No facility failure that meets the criteria for serious accidents designated by Japan’s Ministry of Internal Affairs and Communications occurred during fiscal 2017.

Occurrence of Serious Facility Failures

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Failures</th>
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<tbody>
<tr>
<td>FY2014</td>
<td>1</td>
</tr>
<tr>
<td>FY2015</td>
<td>0</td>
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<tr>
<td>FY2016</td>
<td>1</td>
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<tr>
<td>FY2017</td>
<td>0</td>
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Robust Lifeline that Ensures Reliability in Times of Disaster

- Striving to Secure Communications in Times of Disaster Based on the Three Principles of Disaster Preparedness

Mobile phones play a critical role in rescue operations, reconstruction and confirmation of personal safety during disasters and emergencies. Since its founding, DOCOMO has been continuously working to secure communications during disasters in accordance with its Three Principles of Disaster Preparedness: enhance system reliability, ensure essential communications, and rapidly restore communications services.

<table>
<thead>
<tr>
<th>Three Principles of Disaster Preparedness</th>
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<tbody>
<tr>
<td>Enhance system reliability</td>
</tr>
<tr>
<td>• Establish multiple and double routes, as well as loops, for relay transmission paths (long range transmission lines)</td>
</tr>
<tr>
<td>• Create backups and geographically dispersed telecommunications facilities</td>
</tr>
<tr>
<td>• Maintain and operate satellite communication facilities</td>
</tr>
<tr>
<td>Reinforce facilities</td>
</tr>
<tr>
<td>• Upgrade the seismic system of structures and towers</td>
</tr>
<tr>
<td>• Upgrade the seismic system and anchor equipment</td>
</tr>
<tr>
<td>• Confer cables inside cable tunnels</td>
</tr>
<tr>
<td>• Bury cables underground</td>
</tr>
</tbody>
</table>

- Robust Lifeline that Ensures Reliability in Times of Disaster

Large-zone base stations are specialized for use in times of disaster to secure communications in heavily populated areas during widespread disasters and power outages. Unlike standard base stations, it provides 360-degree coverage across a seven kilometer radius. Since 2011, DOCOMO has installed large-zone base stations at 106 locations around Japan, with the aim of further expanding communication capacity in heavily populated areas. We plan to switch all of them to LTE, which would boost capacity by about three times.

- Medium-Zone Base Stations

To address the increasingly diverse types of natural disasters that have been occurring in recent years, we will seek to deploy medium-zone base stations (LTE) to secure means of communication in coastal and mountainous regions.

Medium-zone base stations are built with foundations that are more robust compared to those of standard base stations. While they can be used as standard base stations under normal circumstances, in the event that a disaster interrupts service at neighboring base stations, a medium-zone base station can switch to covering a wider area by changing the angle of its antenna. To prepare against diverse natural disasters, we plan to install more than 2,000 of these stations throughout Japan by March 2020 with the aim of securing communications in coastal and mountainous regions that are not covered by large-zone base stations and of providing support for medical assistance activities carried out by the 712 disaster base hospitals designated throughout Japan.

We are upgrading our emergency power supply system as part of our effort to achieving the target of maintaining telecommunications services for 72 hours during a power outage at medium-zone base stations that cover disaster base hospitals. Looking ahead, we will work on the 712 locations throughout Japan by March 2020 and support the medical assistance activities of the disaster base hospitals.

- Definition of a Medium-Zone Base Station

- Equipped against power outages to continue operating for over 24 hours after losing the power source.
- Transmission paths are doubled to ensure communication even in the event that one path is interrupted.
- Angle of the antenna can be changed by remote control to expand the service area.

- Target Areas for Installing Medium-Zone Base Stations

- Standard base stations capable of covering areas expected to incur damage based on hazard maps.

The Kumamoto Earthquake that struck in 2016 was followed by power outages and interrupted transmissions, causing suspension of service at a maximum of 84 wireless base stations.
However, we were able to continue providing service to all government buildings at municipalities throughout Kumamoto and Oita prefectures.

DOCOMO responded promptly by setting up an emergency response headquarters and establishing a nationwide system of support comprising over 1,000 staff and did its utmost to secure and restore telecommunications services. We minimized the impact by dispatching mobile base station vehicles for satellite communications to eight locations and deploying 41 medium-zone base stations to cover areas where service had been interrupted. We also dispatched 31 mobile power generation vehicles to provide electricity to wireless base stations.

We sought to secure means of communication for customers and offered support through measures such as providing Disaster Message Board and Disaster Voice Message services, installing a free mobile phone charging service (543 multi-chargers) and free Wi-Fi spots (452 units) at evacuation centers, lifting restrictions on data communication speeds, providing chargers and other accessories free of charge, and postponing due dates for payments. We also collaborated with government institutions through measures such as lending 1,652 mobile phones.

DOCOMO will continue to fulfill its mission as a telecommunications service provider by working with government institutions to support the affected areas.

● **Shipboard Base Stations**

To diversify emergency recovery options in times of a disaster, DOCOMO is developing the use of shipboard base stations. This involves installing temporary base stations on vessels anchored offshore to enable the construction of a temporary service area on land. As for training for operating shipboard base stations, DOCOMO was the first carrier in Japan to obtain a license for mobile communication base stations from the Ministry of Internal Affairs and Communications’ Kyushu Bureau of Communications in November 2016 and is conducting drills under this license.

In April 2018, we launched a new initiative that became the first attempt in Japan to operate a shipboard base station on a passenger ship. We concluded a Mutual Cooperation Agreement Regarding Disaster Prevention and Disaster Response Activities with Shinnihonkai Ferry Co., Ltd. to enable prompt service recovery and to support victims at times of disaster.

By undertaking mutual cooperation with Shinnihonkai Ferry Co., Ltd. that operates a regular line between major ports in Hokkaido, Tohoku, Hokuriku and Kansai, we will further strengthen the framework of cooperation for disaster response activities.

DOCOMO will utilize shipboard base stations to recover the lifeline quickly and provide support to the victims.

● **Working with National and Local Governments**

The NTT Group Disaster Preparedness Plan was established to facilitate the implementation of preparedness and response measures as a designated public body under Japan’s Disaster Measures Basic Law. We are working to promote disaster preparedness under this plan.

As a disaster prevention measure, DOCOMO has signed an agreement with Japan’s Ministry of Defense and Ground Self-Defense Forces on cooperating with local units in disaster preparedness.

Under the agreement, DOCOMO will lend the Ground Self-Defense Forces mobile phones for use in disaster recovery, and the Ground Self-Defense Forces will rapidly transport our disaster preparedness equipment and other cargo to the affected areas.

Apart from offering cooperation based on these agreements, DOCOMO also supports local governments and national government institutions by lending mobile phones and satellite phones in times of disaster.
Radio Wave Safety

Basic Policies and Philosophy
DOCOMO complies with related laws and regulations and ensures that the level of radio wave emissions from base stations and mobile phones remains below the limits specified in the Radio-Radiation Protection Guidelines. Emissions below these levels are recognized around the world as having no adverse effect on human health. Therefore, DOCOMO users can be assured of safety when using DOCOMO mobile phones.

Compliance with Radio-Radiation Protection Guidelines

Radio-Radiation Protection Guidelines
The health effects of radio waves from mobile devices have been researched for over 50 years in Japan and abroad. As a safety standard for the effect of radio waves on the human body, the World Health Organization has published its recommended guidelines, while the Radio-Radiation Protection Guidelines serves as their equivalent in Japan. DOCOMO is fully committed to complying with the relevant laws and regulations and has ensured that the level of radio waves emitted by its base stations and mobile phones meets the requirements indicated in the guidelines. Furthermore, DOCOMO discloses the Specific Absorption Rate (the rate at which energy emitted by radio waves is absorbed by the human body) for each mobile phone on its corporate website, and it strives to make mobile phones safe for customers to use.

Collaborative Research on Radio Wave Safety
Since 2002, DOCOMO has conducted experiments in collaboration with KDDI Corporation and SoftBank Corp. related to the possible impacts of radio waves on the human body at the cellular and genetic levels. Following an interim report issued in 2005, we released a final report in 2007 stating that the research had identified no impact. This report provided scientific evidence against the argument that radio frequency radiation has an impact on cell structure and function, which may cause cancer, and reconfirms the safety of radio waves from mobile phones.

Currently, the Electromagnetic Environment Committee of the Association of Radio Industries and Businesses (ARIB) is engaged in surveys and research concerning the safety of mobile phone radio waves in an effort to enhance public welfare associated with the use of radio waves. In support of the ARIB, DOCOMO is actively involved in these initiatives as a regular member. We will continue to pursue initiatives related to radio wave safety, which we recognize as an important social responsibility for mobile phone operators.
Corporate Responsibility for Products and Services

Basic Policies and Philosophy

DOCOMO is dedicated to maintaining the quality of products with due consideration for safety at every stage, from design to after-sales service. We formulate our own standards concerning the safety of mobile phones at the design stage, examine the safety of the products by testing prototypes, and make a final decision on the launch of a product only after safety is confirmed. Our products are thoroughly examined at every stage to ensure they meet our standards. We stand by the quality of our products even after they are purchased by providing after-sales services.

In addition, we offer products and services that incorporate universal design principles so they can be used by anyone, regardless of age, gender, disability or nationality. As for current social issues related to mobile phone use, such as criminal behavior, addiction and other unethical issues, we are partnering with Japan's Ministry of Internal Affairs and Communications as well as other relevant organizations to sincerely address these concerns as an important corporate social responsibility.

Product Control

DOCOMO works with communication device manufacturers to develop products that are safe at every step of the way. We do not simply rely on the manufacturer’s design standards, but rather proactively provide it with a list of our own safety standards for impact and compression, temperature increases during use and other items; run safety tests on electrical properties, durability and other areas during product development; and check the product’s safety through to its market launch. The departments in charge of each stage of production flow carry out quality control.

From prototype testing to product launch, strict evaluation standards are applied at each stage, and quality tests are performed in accordance with a checklist. Prior to market launch, prototypes undergo a series of rigorous checks against product launch criteria such as quality control and maintenance support systems, including examinations of packages and manuals, by divisions responsible for planning and development, quality control, procurement and supply, and sales and maintenance. Once a product has been confirmed to be free of any quality concerns, a meeting is convened to determine whether it is ready to be launched. These thorough and strict quality processes ensure that our products can be used safely, reliably and conveniently by customers at all times. During shipping and delivery, we fully comply with all regulatory requirements for labeling.

We also pay due consideration for the environment with regard to packaging materials, based on our green procurement standards. Our products are delivered to customers only after meeting these rigorous standards for product safety.

We aim to respond to any problems with our products once they are on the market by setting up repair and service centers throughout the country and an online system for accepting customer requests for repairs. We also lend out replacement mobile phones when phones go in for repair. Through such efforts we are doing everything we can to avoid inconveniencing our customers. Furthermore, in the event of a major malfunction, the Communication Devices Action Committee, chaired by the senior executive vice president, is convened to identify the nature of the problem, isolate its causes and determine the policies for addressing it. This ensures that the entire organization will immediately respond to customer inquiries and that customers are continually informed of any issues that arise.

Two of the DOCOMO’s functional subsidiaries* have acquired ISO 9001 certification and have built a quality management system based on ISO 9001.

*DOCOMO Datacom, Inc. and DOCOMO Technology, Inc.
Ensuring Product Safety through Software

DOCOMO listens to customer feedback to improve the quality of mobile phones. It receives valuable input from customers daily and responds by promptly investigating whether the cause of a problem is related to hardware or software. Moreover, it investigates ways of improving quality while considering a wide variety of aspects. Through these efforts, DOCOMO is working to make improvements so that even higher quality products can be shipped from the factory as soon as possible.

DOCOMO provides information on services for updating product software through a software update function so that customers can easily update software without having to visit a DOCOMO service counter. Moreover, information on software updates, instructions for settings and user manuals are available on our customer support website for each mobile phone model in use. Specifications and other information related to product models that are no longer in production are also provided online as well as the corresponding software updates that follow OS upgrades.

Disclosing Information on Products and Services and Providing Touch Points

DOCOMO strives to provide customers with easy access to the latest product information. We deliver information and provide customers with opportunities to experience our services. These include online shopping and video distribution as well as our latest smartphone and tablet models at docomo Shops across Japan. Moreover, docomo Shops have videophones that support sign language and different languages as well as writing boards available for the hearing impaired and foreign people so that those requiring these services can easily obtain information on DOCOMO’s products and services and in an effort to improve service to customers.

For customers living in areas where there are no docomo Shops or who cannot get to one for some reason, the docomo Online Shop provides quality content at all times, and customers can purchase mobile phones and smartphones through the website. For example, choosing products such as mobile phones and smartphones online has been made easy by allowing customers to compare the specifications of several products at the same time. We also sought to make online purchasing easier by introducing chat support for customers who feel uncomfortable making purchases on the Online Shop. Accessories including chargers and smartphone casings are also available for purchase via the docomo Online Shop under the “docomo select” brand.

Customers who meet certain criteria can also enjoy benefits such as free registration and delivery and can use d POINTs. In addition, the docomo Online Procedure service on the website allows customers to select billing plans and submit various applications, request repairs and file a report when their mobile phone has been lost or stolen. Apart from the website, we also provide contact points for submitting various applications and queries by phone and e-mail.

We will continue to find creative ways to provide information that is more appealing to customers in a manner that is convenient and easy to understand while also seeking to enhance our customer contact points.
We have recently been seeing growing threats to Internet and telephone communications, such as spread of spam mails, computer viruses, malware and harmful websites, and increases in other scam operations that take advantage of new policies and regulations as well as current social developments, including those that surface after a major natural disaster and request donations or other financial contributions, or those that claim to be about the My Number (social security number) system, the upcoming Tokyo Olympic Games or electronic money. More people are suffering from problems caused by such nuisances, and DOCOMO is proactively working to provide countermeasure services to deal with them.

These security services include detecting viruses, blocking harmful websites, monitoring personal data transmission, anti-spam mail, distinguishing suspicious incoming calls, Anshin Security to safeguard smartphones from various threats, and an e-mail virus check that detects viruses when sending/receiving docomo mail or sp-mode mail. These services help provide a safe communication environment for our customers.

Additionally, in December 2017, we launched a Safe Wi-Fi service as a measure against a malicious Wi-Fi network. As the number of public wireless LAN services increase, moving toward the year 2020, the risk of connecting to fake Wi-Fi hotspots and having strangers view your texts is also increasing. This safe Wi-Fi service protects information leakage when customers are connected to malicious Wi-Fi spots. And customers subscribed to DOCOMO's Anshin Security service can use it at no extra charge.
Considerations for Children, the Elderly and Persons with Disabilities

Considerations for Children

Smartphone and Mobile Phone Safety Classes for Ensuring Safe and Secure Use by Children

To protect users against the dangers and other problems associated with smartphone and mobile phone use, DOCOMO holds free Smartphone and Mobile Phone Safety Classes to teach users how to handle such matters. Launched in 2004, the classes have been attended by many people across Japan, including elementary, junior high and high school students, students with special needs, parents, teachers and the elderly. For more information on these classes, please see page 136.

Filtering Service to Prevent Access to Illegal or Inappropriate Websites and Use of Harmful Apps

While using the Internet, a child could be exposed to illegal or inappropriate information that may be harmful to their development. The viewing of illegal or inappropriate websites and use of harmful apps also raise the risk of involvement in criminal activity. DOCOMO offers the Filtering Service to prevent these negative encounters and ensure the safe use of smartphones and mobile phones. Minors using smartphones or mobile phones are in principle registered with the Filtering Service under the Japanese law for ensuring safe and secure Internet use by young people*. "Anshin Filter for docomo" restricts access to online dating sites and other inappropriate websites as well as the use of such apps on smartphones*, including communications via Wi-Fi connections. Selecting the child's school age (elementary school, junior high school, high school or high school-plus) automatically sets the appropriate limits. Also, parents and guardians can manually customize the settings to fit the needs of each child, permitting or restricting access to individual websites and apps, or placing limits to when apps can be used depending on the time.

Released Video Content Entitled “Children × Information Morality”

Use of smartphones has spread among children, and while they function as a tool to oversee children’s daily safety, many problems and incidents are occurring from their use as a result of a lack of proper knowledge of information morality among children. DOCOMO considers this as a social issue and has released special video content based on the theme “children and information morality” in order to prompt discussion between children and parents about smartphone use.

Now over 90% of high school students and over 50% of junior high school students use smartphones. Survey result shows that one in every three children has suffered from Internet-related communication problems*. The video clip is based on a real incident and shows the problems that lie behind the casual day-to-day communication, giving viewers the sense that they are the ones suffering from them. We are engaged in these activities to propel people toward dealing with social issues related to children and information morality, thereby creating a society where people can lead a safe, peaceful, comfortable and affluent life.

Looking after Children from a Distance with imadoco-search

To provide protection against crimes targeting children, we have been providing the imadoco-search service, enabling parents to locate their children and remotely monitor their activities. The GPS on their Kid’s Keitai (mobile phone) or smartphone allows parents to find out where their children are on a map as needed, and a child’s location is automatically transmitted when the child presses an emergency buzzer or when the power is interrupted. The service supports the registration of up to five people and can be used to track children who are increasingly out on their own as well as senior members who live away from their families.

As part of the imadoco-search service, DOCOMO has been providing a trial service since August 2017 that enables users to confirm information about incidents that occurred near spots where users’ children spend time, which is limited to the Tokyo metropolitan area (excluding islands). The service has won favorable recognition, and we will continue to safeguard the safety and security of daily life through this and other such services.
Corporate Responsibility for Products and Services

6. Customer Services

DOCOMO Hearty Style Initiatives

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<tr>
<th>Principles</th>
<th>Initiatives</th>
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<tr>
<td>Promote Product and Service Development</td>
<td>(1) Develop and provide products and apps that incorporate universal design principles</td>
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<tr>
<td></td>
<td>(2) Provide mobile phones incorporating universal design, such as the Raku-Raku Phone (page 88)</td>
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<tr>
<td></td>
<td>(3) Offer Heartly Discounts and other discount services on subscriptions (page 88)</td>
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<tr>
<td></td>
<td>(4) Participate in exhibitions for persons with disabilities (page 88)</td>
</tr>
<tr>
<td></td>
<td>Develop and provide products and apps that incorporate universal design principles</td>
</tr>
<tr>
<td></td>
<td>(5) Provide apps designed for persons with disabilities such as Move&amp;Flick, Maru Denwa and Simple Flick (page 89)</td>
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<tr>
<td>Enhance Customer Support</td>
<td>(1) Establish customer service desks that are easy to use for all users and enhance response to customers</td>
</tr>
<tr>
<td></td>
<td>(2) Make docomo Shops barrier-free (page 131)</td>
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<tr>
<td></td>
<td>(3) Operate docomo Hearty Plaza (Marunouchi) (page 131)</td>
</tr>
<tr>
<td></td>
<td>(4) Install videophones supporting sign language (page 131)</td>
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<td></td>
<td>(5) Conduct training for docomo Shop staff (page 131)</td>
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<tr>
<td>Disseminate Safe and Secure Use</td>
<td>(1) Organize classes on using smartphones and tablets for persons with disabilities</td>
</tr>
<tr>
<td></td>
<td>(2) Participate in exhibitions for persons with disabilities (page 131)</td>
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<tr>
<td></td>
<td>(3) Participate in exhibitions for persons with disabilities (page 131)</td>
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<tr>
<td></td>
<td>(4) Organize free, nationwide DOCOMO Hearty Class lectures for organizations serving persons with disabilities (page 131)</td>
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<tr>
<td></td>
<td>(5) Organize free Smartphone and Mobile Phone Safety Classes for special-needs schools (page 131)</td>
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</table>

Raising Employee Awareness of Universal Design

In promoting docomo Hearty Style, it is important that every employee involved in product design and development or in customer service is fully aware of universal design principles. We therefore hold universal design training to further raise the awareness of employees in relevant departments. To facilitate understanding of conditions faced by the elderly and people with disabilities, training was conducted to raise awareness of the inconveniences in their lives and the understanding of communication methods such as sign language, including a program in which participants engaged in daily activities and experienced using a wheelchair.

In May 2018, 50 employees from the universal design-related department and those involved in CSR attended a seminar by Ms. Makino of hanabana Co., Ltd., a company that offers services to people with hearing loss, to provide information on how to communicate with people who are deaf or hard of hearing, as well as for learning about examples of ICT utilization.

Through such programs, DOCOMO will continue to actively organize activities aimed at raising employee awareness of universal design.

Developing Universal Design Products

DOCOMO, with a firm awareness of universal design, is focused on developing products and services that are easy for everyone to use. For example, in light of Japan’s aging population, we continue to develop products that respond to customers’ diversifying interests, including the Raku-Raku PHONE series and functions on other models, such as easy-to-read enlarged text menus. In addition, we have adopted universal design fonts for the Raku-Raku PHONE series. Going forward, we will continue to incorporate universal design elements into a wide array of models to provide mobile phones that are easy to use for a broad range of customers.

Braille Billing Services

In fiscal 2017, 33,000 Braille billing statements were issued, providing billing amounts, statement details and other information for people with visual impairments. Going forward, we will work to provide even better Braille billing services by taking into account customer feedback and other advice.
Move&Flick

Smartphone penetration remains low among visually impaired people despite the many useful smartphone apps that have been developed for these individuals. Smartphone screens, however, are difficult to use because they are flat with no surface indentations, and text input poses a particularly challenging obstacle that leads many visually impaired people to give up on using them. In August 2015, DOCOMO began offering Move&Flick to address this issue as a free text input app for iOS. Move&Flick differs from conventional apps in that it enables the user to input text without having to worry about the location of the text keys, as long as their fingers are inside the designated text input zone.

Since its launch, we have been actively introducing the app to visually impaired customers by publishing audio manuals and allowing visitors at DOCOMO Hearty Class and other venues to handle a mock-up version of Move&Flick so that they can understand the screen format. We will continue our efforts to offer visually impaired customers opportunities to use smartphones with Move&Flick for making their daily lives more comfortable and convenient.

Mieru Denwa

To enable hearing impaired customers to communicate over the phone, we began offering Mieru Denwa in October 2016 as a free trial service ahead of commercialization. Mieru Denwa is a service that displays words spoken over a phone in real time as text on a smartphone screen. It is useful for people with a hearing impairment or those who have difficulty catching what others say, particularly in urgent situations such as reporting a problem with electricity, water or gas, the loss of a wallet, preventing the unauthorized use of a credit card or whenever they are unable to ask someone else to make a phone call on their behalf. We will seek to enhance voice recognition and other functions during the trial service period and conduct customer surveys and interviews in preparation for the launch of full-scale commercial service in or after fiscal 2018.

Simple Flick

DOCOMO launched Simple Flick for iOS in June 2018 at no additional charge. The service caters to the voices of customers who have upper limb disability and have commented on the difficulty they have tapping the exact icons on a smartphone screen. With Simple Flick, users can start the frequently used menus simply by flicking any part of the operation screen. This allows them to start the frequently used items, including e-mail addresses, with two flicks to any part of the operation screen by first assigning each of those at one of among the top, bottom, left, or right of the screen of each of the phone, mail, individual app, or bookmark functions. Moreover, the service has a voice output function that supports customers who are visually impaired. Looking ahead, we will continue to enhance our services to offer a more convenient and comfortable life to our customers.

Tsunagari Hotto Support

Since 2011 we have been providing the Tsunagari Hotto Support for i-mode mobile phones to enable users to inform pre-registered members about their well-being based on daily health data recorded by the user and data based on mobile phone usage (number of steps on the pedometer, activation or deactivation of the screen lock function and remaining battery power) that are automatically transferred. In 2014 we began offering the service on smartphones for the elderly. Aged parents can register children who live far away to let them know how they are doing. Also, the service encourages conversation between family members. Information indicating that a mobile phone or smartphone has not been on for a long period can alert distant family members to potential emergencies such as deteriorating health. This has led to a growing need for the service as a tool for looking after society’s the elderly.

Through these services, DOCOMO will continue to support the warm bonds of family and reinforce a sense of security.
Anshin Remote Support
Since 2012 we have been providing the Anshin Remote Support to enhance the digital literacy and ICT access of the elderly who require more time to master ICT skills. Users can receive usage instructions over the phone from a technical operator through the remote sharing of user smartphone or tablets screens. In addition to advising on operations and settings, we offer support on using apps provided by operators other than DOCOMO (such as Facebook, Twitter and Instagram) and on connecting peripheral equipment. The operator can provide detailed support by remotely displaying the next button on the customer’s screen or handle the operation on behalf of the customer, just as if they were guiding them in person.

DOCOMO Hearty Classes
We hold DOCOMO Hearty Classes for organizations that serve those with special needs to offer instruction on the use of mobile phones and smartphones. Applications are accepted via the Internet or phone, and DOCOMO employees with disabilities serve as lecturers. We strive to achieve solid results by implementing programs that meet the special needs of customers. Our curriculum covers a broad range of topics, including basic operations and useful functions, sending and receiving e-mail and using mobile phones during a disaster. We planned to hold 100 workshops in fiscal 2017 but actually conducted 99, with 1,028 participants. Our target for fiscal 2018 is again over 100 workshops. In addition, at events for people with a visual or hearing impairment we set up an exhibit and introduce ways to utilize mobile phones and smartphones. In fiscal 2017, we exhibited at 11 events.

Customer Satisfaction

Basic Policies and Philosophy
New technologies and services are constantly being generated in the communications and ICT industries, and with equipment such as smartphones and mobile phones evolving almost daily, new services for mobile phones are constantly under development. Advances in technology and services have been accompanied by an increase in customers contacting us to confirm or inquire about various aspects of our services, such as equipment malfunctions, billing plans and service menus, as well as to share opinions and requests. As a result, DOCOMO receives approximately 5.2 million feedback comments from customers every year through its docomo Shops, Customer Help Desk and corporate website. Also, we receive about 70,000 entries of employee feedback from those who are in daily contact with customers.

Under its “Declaration beyond” Medium-Term Strategy to 2020, DOCOMO pledges to remain “always by our customers’ side” to help them attain “peace of mind and comfort.” And with a renewed awareness of the importance of adopting a customer-oriented stance, we are striving to reflect the voice of our customers in our R&D and service improvements in order to both enhance customer convenience and raise the level of their satisfaction with our products and services.

Strategies for Increasing Customer Satisfaction
DOCOMO utilizes customer feedback for such purposes as improving products and services and enhancing customer response capabilities at docomo Shops. This feedback, as well as preceptive feedback submitted by our staff, is communicated via our in-house system on a near real-time basis to be shared with all DOCOMO Group employees and can be viewed at any time. Moreover, we strive every day to improve customer satisfaction, always mindful that customers are at the center of our products and services.
6. Customer Services > Customer Satisfaction

Turning Customer Feedback into Customer Satisfaction

- Improve existing services, etc.
- Share information among employees
- Grasp trends by filing report
- Revise FAQs
- Alert frontline departments

Customer Feedback
- docomo Shops
- Phone call reception desk
- Customer survey
- DOCOMO corporate website, etc.

Early detection and resolution of problems

Cultivate a “Customer First” mentality among employees

Grasp and improve content of response (suggestions, praise)

Reference material for developing services

Increasing Customer Satisfaction through Customer Feedback

We collect customer feedback at docomo Shops, through phone calls to the Information Center and Customer Help Desk and through Customer Support on our website. The information is immediately shared through our in-house system, and the Customer Satisfaction Department compiles a report for internal circulation. DOCOMO takes seriously the opinions and requests of customers regarding its products and services and strives to develop and improve its products and services and enhance its response to customers. In addition to feedback received through customer contact points, we also conduct quantitative and qualitative research to explore relevant issues in order to enhance overall customer satisfaction.

Increasing Customer Satisfaction through Employee Feedback

To further increase the level of customer satisfaction, DOCOMO has been implementing improvement strategies that incorporate employee feedback. Requests and suggestions related to product or service improvement and gathered through daily interaction with customers are collectively referred to as “employee feedback.” This information comes from staffs or individual employees working at docomo Shops, phone call reception departments such as information centers, or other related offices and is sent directly to the relevant department of the headquarters through an internal system and then used to improve products, services and administrative processes.

Once employee feedback is registered, the Customer Satisfaction Department reviews the content and issues a request, as required, to the department in charge of the relevant product or service review. The department then identifies any potential improvements, implements any appropriate actions and reports on the results to the staff that or employee who initially posted the feedback via the internal system.

DOCOMO Group System for Collecting Feedback from Customers and Employees

- Development and improvement of products and services/Better response to customers
- Comments/Requests
- Employee Feedback (Proposals for improvement)
- Feedback registered by employees
- Proposal for improvement
- Various reports etc.
- View

Customers
- Inquiries/Orders
- docomo Shops
- Phone calls
- Information Center (Comprehensive customer service)
- 113 Center (Technical problems, repair)
- Customer Help Desk
- Customer survey
- DOCOMO corporate website

Intranet
- Customer Feedback Page
- All employees
- Departments responsible for service

5.2 million entries/year

70,000 entries/year
6. Customer Services > Customer Satisfaction

The following are examples of major services that were improved as a result of interaction between customers and DOCOMO employees in fiscal 2017.

Renewing docomo’s Smartphone Classes Curriculum
In response to requests from customers who want to attend docomo Smartphone classes before or after purchasing a smartphone and to requests from junior high and high school students, as well as elderly users, for an increase in the number of classes offered, we renewed the curriculums of our classes to offer our customers peace of mind while they use smartphones. Specifically, we are providing more opportunities for them to learn how to use and enjoy our services and thereby eliminating any associated anxieties. From January 2018, we have also increased the number of classes for the convenience of our customers.

Expanded the Function of Our Mobile Phone Data Recovery Service
In response to requests from customers who used our data recovery service to recover photos and other data from damaged mobile phones, we enhanced the service in June 2017. Customers can now receive their recovered data anywhere with a special app on their new phone and without having to go to a docomo Shop.

Improvements through Customer Feedback
DOCOMO conducts a survey of customers who have subscribed for any of a variety of services at docomo Shops and retailers or made inquiries at our Information Center. In fiscal 2017, we received around 4.63 million comments from customers from across the nation, and all comments and evaluations are sent back to docomo Shops, call centers and retailers.

Customer feedback serves as an indicator of our customer response capability, and we seek to make good use of such information to raise the level of our customer response by further enhancing the positive aspects while improving aspects that have been pointed out to us by customers.

Moreover, we carry out regular customer surveys on the status of network communication and strive to improve quality by setting specific targets. For example, with respect to locations within our service area that receive weak radio signals causing poor communication quality, such as faulty connections and slow transmission speeds, we collect customer feedback through the Kikasete (tell us about) DOCOMO Reception Quality on our website and continue to improve our coverage area.

Flow of Employee Feedback

Customer feedback
- Inquiries
- Opinions
- Orders
- Requests

Flow of Employee Feedback

Customer feedback
- Inquiries
- Opinions
- Orders
- Requests

Input employee feedback
CS-ALADIN

DOCOMO headquarters

Confirm content of feedback
Consider improvements

Feedback results of deliberation

Confirm result of deliberation

Improve in products and services

Flow of Customer Survey

Initiatives to improve customer satisfaction (PDCA)
- Improve shop environment
- Enhance skills of staff
- Horizontal deployment of good practices (Publish in-house CS magazine “Thank You! MESSAGE”)
- Enhance products and services
- Expand service area

Develop shops that encourage repeat visits

Provide desirable products and services

Kikasete (tell us about) DOCOMO Reception Quality (in Japanese only)
https://www.nttdocomo.co.jp/support/area/feedback/
Advisory Specialists for Consumer Affairs Ensure Customer Perspectives are Reflected in Advertisements and Services

To promote customer-first management, NTT DOCOMO has been educating employees as Advisory Specialists for Consumer Affairs since 2006. These employees are primarily shop staff who serve as advisors in classes for explaining how to use mobile phones, operators at customer help desks and staff involved in creating promotional tools. As of March 31, 2018, the DOCOMO Group has about 200 advisors, who actively apply their knowledge to enhance their response at customer help desks and create tools for communicating with customers, such as the “DOCOMO Tsushin” shareholder report and “KEITAI (mobile phone) Q&A.” Their knowledge is also being used to review the content and expressions in advertisements and pamphlets as well as products and services from the customer perspective.

The advisors also participate in mobile phone trials prior to launch and provide feedback on functions and operability from the consumer standpoint. Employees seeking to obtain qualification for Advisory Specialists for Consumer Affairs are eligible for subsidies provided by the Company. This effort was one reason that the Japan Industrial Association recognized DOCOMO in December 2015 with the Minister of Economy, Trade and Industry Award as a company that utilizes the capabilities of Advisory Specialists for Consumer Affairs.

Understanding Customer Needs through “Minna de Tsukuru DOCOMO linkai”

“Minna de Tsukuru DOCOMO linkai” (Committee on Creating DOCOMO by Everyone) is a community that has been hosted by the Strategic Marketing Department since December 2014 and allows customers and DOCOMO employees to directly exchange views on an Internet bulletin board. Customers who wish to have their views reflected in the creation of better DOCOMO services are asked to register. About 1,600 participants were registered as of June 2018, and the committee is growing accustomed to developing products and services by identifying needs, evaluating concepts and gathering impressions of the website as well as evaluations and collecting ideas from customers. In contrast to conventional d POINT Club surveys, the initiative allows us to engage in two-way discussion to better reflect customer needs and preferences in DOCOMO products and services.

Enhancing Customer Satisfaction Based on d POINT Club Surveys

Since fiscal 2015, we have been analyzing customer satisfaction levels by surveying d POINT Club members (66.50 million as of June 2018). In addition to employee feedback on perceptions and customer surveys that provide a clear understanding of customer dissatisfaction and requests for improvement, the d POINT Club survey facilitates analysis by segment based on subscription status, such as churn rates and usage status. It also helps us to understand the impact of customer satisfaction levels by survey item on their overall level of satisfaction with DOCOMO.

We plan to continue using the d POINT Club surveys for point-in-time snapshots of customer satisfaction and seek to provide greater satisfaction to customers by analyzing the importance they place on each aspect of our products and services when deciding whether or not to maintain their subscription. Also, we examine correlations between customer satisfaction level and their intent to continue using DOCOMO.
6. Customer Services > Services for Safety and Consumer Education

Services for Safety and Consumer Education

Promoting Good Manners for Mobile Phone Users and Safe Charging

- Services for Keeping Customers Connected without Causing Disruptions
  DOCOMO mobile phones include functions called Public Mode (Drive Mode)* and Public Mode (Phone OFF).

  Public Mode (Drive Mode) plays a message to the caller and terminates the call during times when a customer does not wish to use their mobile phone. There is no indication on the customer's phone that a call has come in (no ringtone, vibration or lighting up). Another related function is Public Mode (Phone OFF), a network service for use where mobile phones must be turned off. Public Mode (Phone OFF) is commonly used on airplanes or in hospitals. When someone calls a phone in this mode, a message is played to inform the caller about the situation, and the call is disconnected.

- Smartphone-Distracted Walking
  Since fiscal 2004, DOCOMO has been dispatching instructors to local schools and learning centers for adults to explain the rules and acceptable behavior for safe mobile phone use. More recently, in response to various new issues arising from the growing use of smartphones, we revised the teaching materials to include a focus on smartphones and added content related to the safe use of these products.

  Accidents and other problems associated with smartphone-distracted walking, however, remain a growing public concern. Therefore, in fiscal 2012, DOCOMO embarked on an initiative through which we established the “smartphone manner mark” and developed a design manual to promote safe, more considerate use of smartphones. We are using the smartphone manner mark and design manual to create advertising materials and store promotional tools for raising customer awareness. Also, we are displaying posters within the Company to promote awareness among our own employees.

  In fiscal 2013, we began offering a function that prevents smartphone-distracted walking to prevent accidents and improve manners. The function can be used free of charge by anyone who has installed the Anshin Filter for docomo and Secure Mode apps. It detects when a user is walking while looking at their smartphone and displays a warning screen. Users are disabled from operating the smartphone while the screen is displayed.

  In 2016 a GPS-linked smartphone game led to many players falling due to smartphone-distracted walking and other problems as well as the nature of the game. DOCOMO renewed its efforts to alert users through TV commercials, posters and websites.

  In addition to being inconsiderate, walking while viewing or operating a smartphone can be extremely dangerous, not only for the person using it but also for others, and lead to a serious accident. DOCOMO will therefore continue to warn the public that using smartphones while walking can be unsafe while also carrying out initiatives to make their use safer.

- Promoting Safe Charging
  A terminal may generate an abnormal amount of heat when the connector on the phone being charged is wet or coated with foreign particles. We are therefore issuing special precautions in the manuals, on the DOCOMO website, and on labels displayed on mobile phones, warning users to charge their phones properly and safely.

  An industry-wide effort led by the Mobile Computing Promotion Consortium is underway to raise consumer awareness and promote proper charging. Additionally, a video and logo have been created to alert customers to the issue.

*Smartphones (except for certain models) cannot be set to Public Mode (Drive Mode).
Measures Against Fraud
The number of victims and amount of fraud of remittance-soliciting fraud is increasing as fraudsters are becoming more sophisticated year after year. In fiscal 2017, the reported number increased by about 30% year on year*. Due to the fact that cell phones are used in many remittance-soliciting fraud cases as a communication device, DOCOMO cooperates with the government and other mobile providers to promote preventative measures against this form of fraud.

*Data on a special type of fraud issued by the Metropolitan Police Department

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*The system enables customers to restrict the use of a mobile phone, including both incoming and outgoing calls and network usage, by registering its phone number (serial number) with DOCOMO.