

8 Customer Services

I nnovative

R esponsible

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DOCOMO is committed to the safety of mobile devices and user-friendly design, from the design stage to actual use, and it steadfastly strives to deliver safe, reliable and comfortable communication to our customers. Moreover, we continue to improve customer satisfaction by incorporating feedback from docomo Shops, an Information Center, and other sources to improve our products and services.

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, children or senior citizens, regardless of 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 and Quality Control

DOCOMO conducts thorough and strict quality processes to ensure that our products can be used safely, reliably and conveniently by customers at all times. We work with

communication device manufacturers to develop products that are safe and thoroughly monitor product safety based on strict evaluation standards at every step of the way up to market launch. In addition, we fully comply with all regulatory requirements for labeling during shipping and delivery and use packaging materials based on our green procurement standards. Our products are delivered to customers only after fully meeting these rigorous standards for product safety.

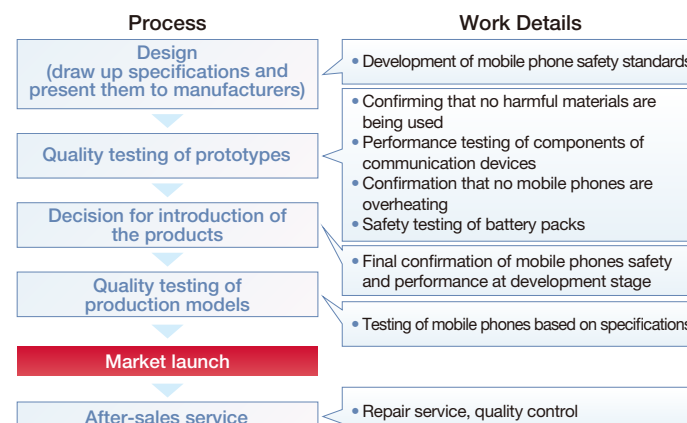
We aim to respond to any problems with our products once they are on the market by setting up repair and service centers throughout the country and an online system for accepting customer requests for repairs. Also, we promptly respond to customer feedback on quality by investigating causes and

probing various ways of making improvements to enhance product quality. 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.

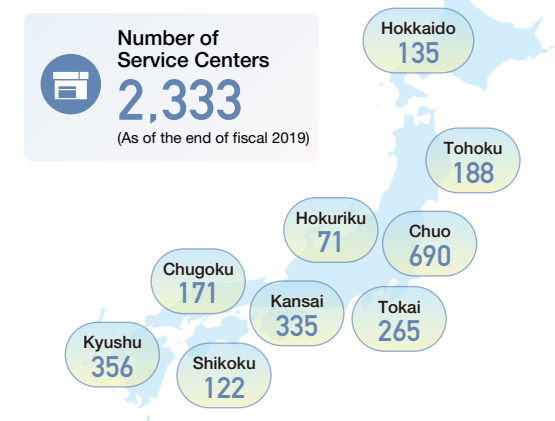
NTT DOCOMO's Corporate Sales and Marketing Division and two of its functional subsidiaries* have acquired ISO 9001 certification, and have built a quality management system based on ISO 9001.

*DOCOMO Datacom, Inc. and DOCOMO Technology, Inc.

Flowchart of Standard Product Quality Flow



Number of Service Centers



Ensuring Product Safety through Software

DOCOMO updates its software as necessary to increase product safety and user friendliness, fix software-related defects, improve usability, apply current security patches, and for other purposes.

Since updates are implemented through data transmission, customers can update their devices in a timely manner and such updates can be applied to products still in the factory or in shop inventories, which enables customers to receive products improvements promptly. Models equipped with a software update function are always updated with the latest version. Software updates that follow OS upgrades will apply to the latest OS version.

[!\[\]\(cbe80b694ebd74fcfe136a095b608235_img.jpg\) Product Update Information](#)

Disclosing Information on Products and Services

To ensure the safe and convenient use of our products and services, DOCOMO strives to provide timely and relevant information to customers at docomo Shops across Japan and through our website. Some docomo Shops have videophones that support different languages, including sign language for foreign people and the hearing impaired so that those requiring these services can obtain information on DOCOMO's products and services.

A customer support page on DOCOMO's official website provides product support information such as on device use, default settings and after sales services, billing and discounts, and service areas. 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.

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 smartphones and chargers through the website.

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.

[!\[\]\(4fe57c3593bf1b21d272ae7ac8dfaf77_img.jpg\) Inquiries in Foreign Languages](#)

[!\[\]\(0d5ec72f61334709c3fc9450209b754f_img.jpg\) Support through Videophone](#)

[!\[\]\(b792654f2cef9719eabeb6c5be00811e_img.jpg\) DOCOMO Online Procedures \(in Japanese only\)](#)

[!\[\]\(7d1d6890825e83a6a4a51febe2dcc7f3_img.jpg\) Online Shop \(in Japanese only\)](#)

Services that Ensure Device Security

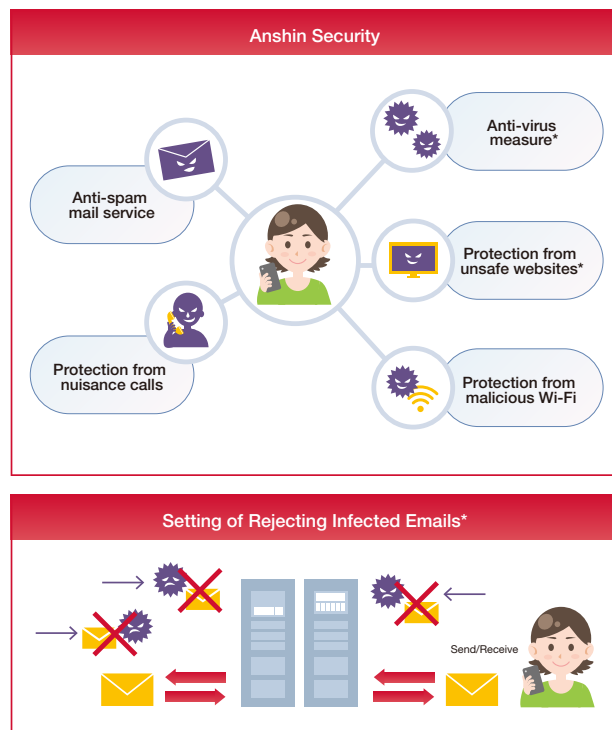
Security Countermeasure Services

We have recently been seeing growing threats to Internet and telephone communications, such as spread of spam mails, computer viruses, redirection to harmful apps and websites, and increases in other scam operations that take advantage of new policies and regulations as well as current social developments. More people are suffering from problems caused by such nuisances using mobile phones and smartphones, and DOCOMO is proactively working to provide countermeasure services to deal with them.

Anshin Security is a security service package that includes detecting viruses, blocking harmful websites, anti-spam mail, notifying about suspicious incoming calls and other services to safeguard smartphones from various threats.

Safe Wi-Fi service is another feature of Anshin Security provided for protection when using unsecured Wi-Fi networks. While public wireless LAN services are currently under construction, they are subject to the risk of connecting to fake Wi-Fi hotspots that allow strangers to view your text. The safe Wi-Fi service protects information leakage when customers are connected to malicious Wi-Fi spots by displaying a warning message on the screen.

DOCOMO offers several free services to reject e-mails sent from malicious senders such as phishing scams and those containing harmful URLs as well as to remove viruses attached to e-mails (setting of scam and rejecting infected e-mails). These services can be used together with Anshin Security to provide a safer communication environment for mobile phone and smartphone users.



* The service does not apply to iOS.

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

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. According to a survey conducted by the National Police Agency and Ministry of Education, Culture, Sports, Science and Technology*1, a record-breaking number of children became victims to crimes through social media in 2018. About 90 percent of these children did not use filtering. DOCOMO offers a Filtering Service to prevent these negative encounters and in principle requires that subscribers who are under 20 and users under 18 using smartphones or mobile phones are registered with the Filtering Service*2.

Anshin Filter for docomo can permit or restrict access to individual websites and apps based on each child's school age

and needs. It can limit when apps can be used depending on the time of the day*3.

*1 Based on "2020 Many dangers lie behind Internet—it can happen to you" issued by the National Police Agency and Ministry of Education, Culture, Sports, Science and Technology.

*2 Stipulated in the "Act on Establishment of Enhanced Environment for Youth's Safe and Secure Internet Use." (revised on February 1, 2018)

*3 Content of the Filtering Service differs according to the requirements of each model. Functions offered by the "Anshin Filter for docomo" differ depending on the OS.

[Filtering Service \(in Japanese only\)](#)

Released Video Content on the Theme "Children × Information Morality"

Use of smartphones has spread among children, and now 90% of high school students and 70% of junior high school students use them*. 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 a video content based on the theme "children and information morality" in order to prompt discussion between children and guardians about smartphone use. 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.

* Data based on the Cabinet Office's 2019 survey on the Internet use by youth

 Video content on the theme “children and information morality” (in Japanese only)

* Dramatized videos are provided as a part of our teaching materials

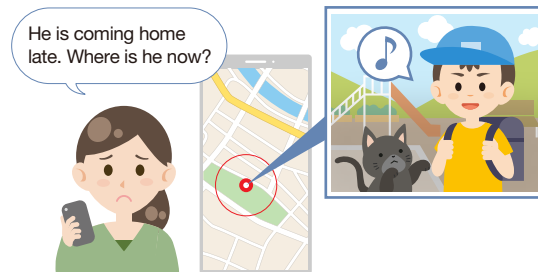
Looking after Children from a Distance with imadoco-search

To protect children from being targeting by criminal activity, which remains rife, we have been providing parents and guardians with the imadoco-search service, enabling them to locate 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. In addition, it incorporates an emergency buzzer that a child can press when they are in danger and a function to automatically transmit a child's whereabouts when the power is interrupted. The service can be also used to track elderly adults who live away from their families.

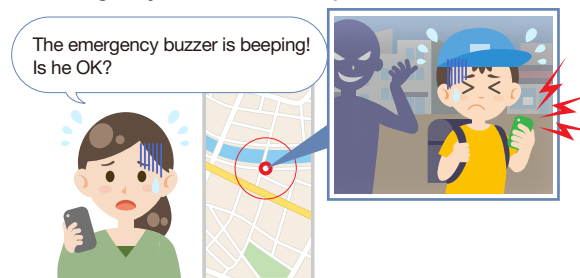
 Imadoco-search (in Japanese only)

Features of Imadoco-search

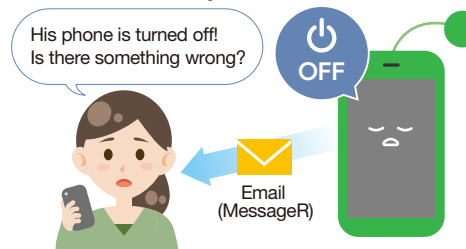
- Indicates a child's location on a map as necessary



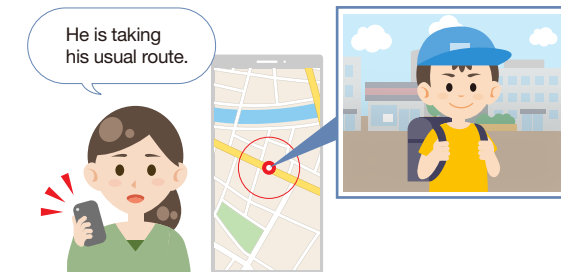
- Sends a notification to a family member about the user's location when the user presses an emergency buzzer or when power is switched off



- Sends a notification about the user's location when the battery is low



- Indicates a child's migration route on a map



- Provides information about nearby incidents (service is limited to 41 prefectures as of March 2020)



Consideration for the Elderly and Persons with Disabilities (DOCOMO Hearty Style)

Promoting DOCOMO Hearty Style Products and Services Based on Customer Feedback

DOCOMO Hearty Style is an activity for promoting products and services that are easy for anyone to use, so that every customer is satisfied. It is based on the universal design concept, with which we seek to make products and services easy to use for all people, regardless of culture, language, nationality, age, gender, ability or disability. We are working on various initiatives under the three pillars in the following table.

Three Pillars of DOCOMO Hearty Style

Pillar of Activity	Initiatives
Promote Product and Service Development	Develop and provide products and services that are easy to use for all types of customers (1) Develop the Raku-Raku PHONE series (2) Provide smartphone apps and services designed for persons with disabilities such as Mieru Denwa (3) Offer Hearty Discounts (4) Provide Braille phone charge service
Enhance Customer Support	Improve the environments of customer service desks that are easy to use for all users and enhance response to customers (1) Make docomo Shops barrier-free (2) Operate docomo Hearty Plaza (Marunouchi) (3) Install videophones supporting sign language (4) Conduct training for docomo Shop staff Note: For details, see chapter 11: Supply Chain.
Disseminate Safe and Secure Use	Provide opportunities for all customers to safely, securely and conveniently use smartphones and other devices (1) Organize DOCOMO Hearty Class lectures for organizations serving persons with disabilities (2) Organize Smartphone and Mobile Phone Safety Classes for special-needs schools nationwide (3) Participate in events and exhibitions for persons with disabilities

Developing Universal Design Products (Raku-Raku PHONE Series)

We are focusing on developing products with clearly recognizable functions and features, including the Raku-Raku Phone series, so that the elderly and people with disabilities can easily use them.

Easy-to-read screen with large characters

In addition to basic phone and Internet functions, the characters of downloaded apps can also be enlarged.

Universal design font

A universal design font is used for readability.

Easy touch panel

A touch panel that can distinguish between a simple touch and a press allows for activating a command as if pushing a button.

Voice output function

Tap the screen with three fingers to have the display screen read aloud. In addition, tracing the screen with two fingers allows you to recognize the position of the screen by changes in sound.

Usage support at a Raku-Raku Phone Center



Raku-Raku Smartphone me F-01L

Instruction manual in braille, voice, and text

These are a few of the F-01L compatible functions. Please see the DOCOMO official website for details.

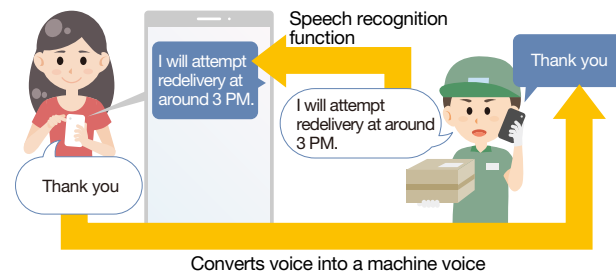
We will continue to create products that meet the diversifying needs of our customers, such as equipping models other than the Raku-Raku Phone series with a character size enlargement function and simple menu.

■ Mieru Denwa (for people with hearing impairments)

Mieru Denwa is a free smartphone app (iOS and Android) that converts spoken words received on a telephone into text, which is then displayed on the screen in real time. It can also deliver a user's message as a machine voice by converting the entered text.

It is useful for those who have difficulty listening or speaking as well as those with impaired hearing and the elderly. In March 2020, we added a function to save text history for improved convenience.

📄 Mieru Denwa (in Japanese only)



■ Simple Flick (for persons with an upper limb disability)

Simple Flick is a free smartphone app (iOS and Android) that was developed in response to feedback from customers who were having difficulty tapping the correct icons on the screen.

The app allows users to implement frequently used e-mail addresses and other items with two flicks to any part of the operation screen by first assigning screen positions at the top, bottom, left, or right of the phone, for designated e-mail, app, or bookmark functions. It is also screen reader compatible. In May 2019, we added a function to some iOS devices that supports smartphone operation through eye movements.

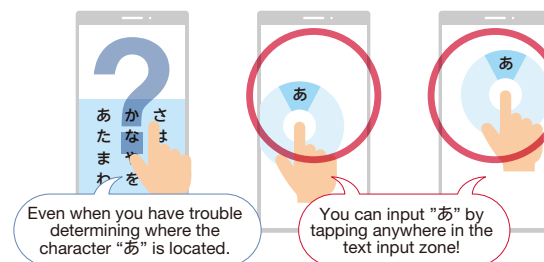
📄 Simple Flick (in Japanese only)

■ Move&Flick (service for those with visual impairments)

Move&Flick is a free app for iOS smartphones that supports typing when it is difficult to accurately use the onscreen keyboard.

The user can flick characters from anywhere inside the designated zone, and the input text can be read aloud.

📄 Move&Flick (in Japanese only)



■ Tsunagari Hotto Support

Tsunagari Hotto Support is a service that enables Raku-Raku PHONE and Raku-Raku SMART PHONE users to inform registered members about their well-being based on mobile phone usage (number of steps, activation or deactivation of the screen lock function and remaining battery power).

For example, the service will help family members who live far away know how the others are doing and encourage conversations. Information indicating that a mobile phone or smartphone has not been on for a long period allows family members to become promptly aware of potential emergencies such as deteriorating health. It has been used as a tool for looking after the elderly.

📄 Tsunagari Hotto Support (in Japanese only)



■ Hearty Discounts

Hearty Discounts is a service that waives charges such as monthly fees for various services as well as administrative fees for some procedures for customers who have been issued a physically disabled certificate, nursing certificate, medical certificate for a specific disease, or another such document.

- 1 Discount on monthly charges
- 2 60% discount on monthly charges for services such as answer phone
- 3 No administrative fees for new contract, name change, model change, or contract change
- 4 Free “initial setting support” for smartphones, etc.
- 5 Free call and assistance charges for “104” directory assistance

[Hearty Discounts](#)

■ Braille Billing Statement Services

We issue braille billing statements for people with visual impairments free of charge. The statements display monthly billing amounts, statement details and other information in braille. In fiscal 2019, approximately 32,000 braille billing statements were issued.

■ DOCOMO Hearty Classes

DOCOMO Hearty Classes teach about the basic operation and use of smartphones and tablets to people with disabilities on a business trip basis (free of charge).

We hold classes upon request of organizations that serve those with special needs and implement programs for each type of disability according to customer needs. In some classes, DOCOMO employees with disabilities serve as lecturers. The programs cover basic operations such as receiving and making calls, introducing useful apps, and using mobile phones during a disaster.

In fiscal 2019, while the number of classes slightly decreased due to COVID-19, we nevertheless held 88 classes with 1,034 participants.

In addition, we set up booths at nationwide events and exhibitions for people with disabilities and introduced ways to make the most of smartphones and apps such as Mieru Denwa. (In fiscal 2019, we exhibited at 18 events for a total of 24 days.)

[DOCOMO Hearty Classes \(in Japanese only\)](#)

■ Anshin Remote Support

This service supports customers who are not familiar with the operations and settings of smartphones or other devices, by having a technical operator provide usage instructions through the remote sharing of user smartphone or other screens. In addition to advising on operations as well as DOCOMO device and app settings, we offer support on using apps provided by operators other than DOCOMO (such as LINE, Facebook, Twitter, and Instagram) and on connecting peripheral equipment such as routers and headphones.

The service, with the operator handling the operation on behalf of the customer just as if they were guiding them in

person, was well received by customers, with 21.7 million people signing up for the service as of March 2020.

[Anshin Remote Support \(in Japanese only\)](#)

■ In-house Training

We conducted web training on DOCOMO Hearty Style in February and March 2020 for all DOCOMO Group employees. More than 32,000 individuals participated, representing a significant impact on Groupwide awareness.

In addition, we hold group training and lectures every year for employees in charge of product and service development as well as customer contact support, all of which are areas where having a deeper understanding of universal design is especially important. Participants learned about daily movements, wheelchair operation and communication methods such as sign language, and they were given examples of how ICT is being used.

In May 2019, we learned about intellectual and developmental disabilities and about working with people with disabilities during lectures by employees involved in the launch of the special subsidiary DOCOMO PlusHearty, INC.

DOCOMO will continue to develop these activities to raise employee awareness of universal design.

Customer Satisfaction

Basic Policies and Philosophy

New technologies and services are constantly being generated in the telecommunications 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 4.7 million feedback comments from customers every year through its docomo Shops, Customer Help Desk, corporate website and others. Also, we annually receive about 50,000 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 perceptive feedback submitted by our staff, are

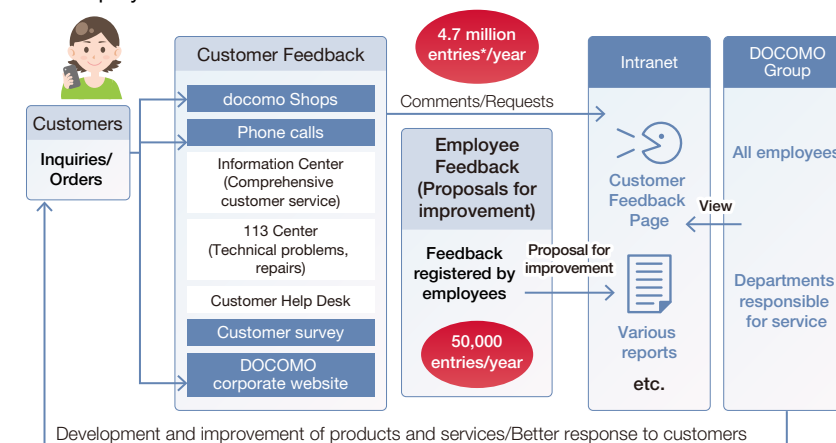
communicated via our in-house system on a near real-time basis to be shared with all DOCOMO Group employees and can be viewed at any time. Moreover, we strive every day to

improve customer satisfaction, always mindful that customers are at the center of our products and services.

Capitalizing on Customer Feedback to Achieve Customer Satisfactions



Improvement of Service and Response to Customers by Incorporating Customer and Employee Feedback



* Fiscal 2019 actual

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 inhouse 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 it strives to develop and enhance its products and services while improving the ways it responds 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.

We introduce initiatives that have incorporated customer feedback on our corporate website.

[Initiatives incorporating customer feedback \(in Japanese only\)](#)

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.

CASE

The following are major examples of improvements resulting from interaction between customers and DOCOMO employees in fiscal 2019.

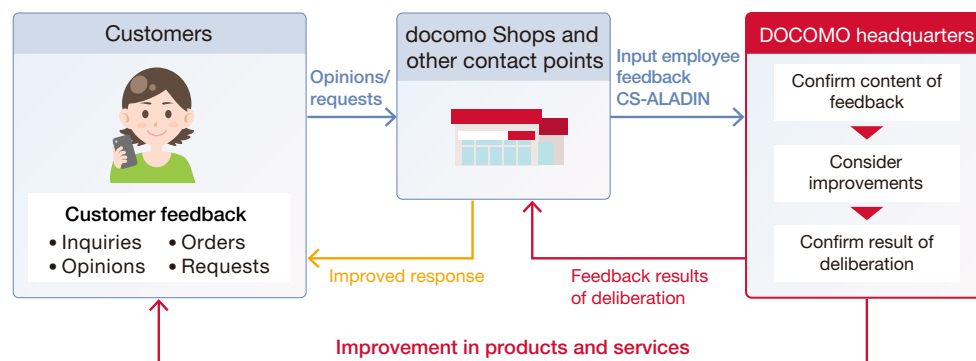
►Changed our point system to allow for preferential use of points to be forfeited early

We improved our point system so that, effective September 5, 2019, points to be forfeited earlier than others could be prioritized for use regardless of point type.

►Modified a bill format to display the breakdown of payment service charges

We added to our bill format the new item “payment service charge, etc.” in the breakdown of the bill, effective from the December 2019 usage charge (for billing in January 2020).

Flow of Employee Feedback



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 2019, we received around 3.8 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.

Initiatives for Better Reception Quality

We carry out regular customer surveys on the status of network communication and strive to improve quality. We also collect customer feedback such as about weak signals that cause poor communication quality and places where data speeds are slow. This is handled via the “Support Desks for Reception” page on our corporate website, which is currently being improved. In addition, we provide information on rental equipment for improving indoor reception, scheduled coverage areas, and available service areas.

[Support Desks for Reception \(in Japanese only\)](#)

Advisory Specialists for Consumer Affairs Ensure Customer Perspectives are Reflected in Advertisements and Services

To promote customer-first management, NTT DOCOMO has carried out initiatives led by employees qualified as Advisory Specialists for Consumer Affairs* since 2006. They are primarily operators at customer help desks and staff involved in creating promotional tools. As of the end of March 2020, the DOCOMO Group has about 200 advisors, who 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.

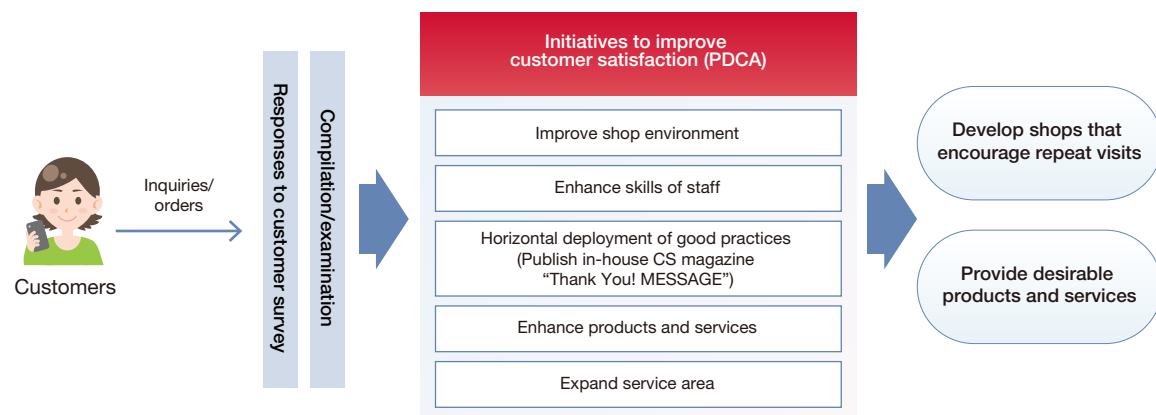
* Advisory Specialists for Consumer Affairs contribute to society in wide-ranging areas by serving as a bridge that connects consumers with companies and government agencies. To that end, they ensure that consumer suggestions and opinions are effectively reflected in corporate management and in proposals presented to government institutions. Moreover, they offer timely, appropriate responses to customer complaints and consultation.

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 (76.03 million as of the end of May 2020). In addition to customer feedback on perceptions and customer surveys, the d POINT Club survey facilitates analysis by segment based on subscription status of lines and services, usage status and other data. 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

Flow of Customer Survey



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.

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 created to allow 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 1,000 participants were registered as of June 2019, and the committee is used to improve products and services by identifying needs, evaluating concepts and gathering impressions of the website 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.



Surveys conducted in “Minna de Tsukuru DOCOMO linkai” in fiscal 2019

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Services for Safety and Consumer Education

Promoting Good Manners for Mobile Phone Users and Safe Charging

Functions and Services Relating to Mobile Phone Etiquette
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 when a customer does not wish to use their mobile phone. There is no indication on the phone that a call has come in (no ringtone, vibration or lighting up).

Public Mode (Phone OFF)

A network service provided at locations where mobile phones must be turned off, such as 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 then disconnected.

* Smartphones (except for certain models) cannot be set to Public Mode (Drive Mode).

Preventing Smartphone-Distracted Walking

Smartphone-distracted walking has recently emerged as a social concern. In addition to being inconsiderate, it is extremely dangerous and can lead to serious accidents involving not only the person doing it but others nearby as well. DOCOMO regards the issue as a matter it should address as a company and has engaged in various activities to raise awareness about it. We will continue to warn the public that using smartphones while walking can be unsafe while also

carrying out initiatives to make smartphone use safer.

Main Measures to Prevent Smartphone-Distracted Walking

Measures to prevent smartphone-distracted walking	Details	Year launched
Established smartphone manner mark and developed a design manual	Use the smartphone manner mark on advertising materials and store promotional tools for raising customer awareness.	Fiscal 2012
Sticker for raising awareness	Posted stickers in the Company to promote employee awareness.	Fiscal 2012
Offer a function that prevents smartphone-distracted walking	Provide Anshin Filter for docomo and Secure Mode apps free of charge. Smartphone with the apps installed and set up will detect when a user is walking while looking at their smartphone and display a screen alert. Users are prevented from operating the smartphone while the alert screen is displayed.	Fiscal 2013
Alert users through TV commercials, posters, and an official website	Renew efforts to alert users about various smartphone-distracted walking incidents, including falling accidents caused by playing smartphone games while walking.	2016



危険です、歩きスマホ。

Using a smartphone while walking is dangerous

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 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 promote proper charging. Additionally, a video and the caution marks below have been created to alert customers to the issue.



Do Not Charge Phone When It Is Wet!



Physical Damage to a Battery is Dangerous!

Measures Against Fraud

The reported number of specific types of fraud such as remittance-soliciting fraud has decreased for the past two years, but that number remains high*.

Due to the fact that cell phones are used in many unique scams 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 from the Metropolitan Police Department's website.

Main Measures to Prevent Remittance Soliciting Fraud

Overview	Details
Tougher Screening upon Subscription	Payment methods for usage charges for individual subscriptions are limited to credit card or direct account withdrawal in principle. Applicable credit cards and ATM cards can be confirmed at a docomo Shop or other outlets.
	Information on customers who fail to confirm their identity when requested by the police, and to whom services are discontinued, is commonly shared among all mobile providers and utilized in screening procedures.
	In order to prevent large volumes of fraudulent subscriptions under the same name, individual subscriber lines under the same name have been limited. In addition, tougher screening measures are being applied to corporate subscribers. Failure to meet the standards results in restricting the maximum number of lines they can use.
Cooperation with the Police	Information is provided to the police when there is suspicion of fraudulent identification, such as a fake driver's license, after informing the customer in advance.
	At the request of the police, we cancel the subscription of, or reject for a certain period, any additional subscription requested by a rental operator who is found to have violated the Act for the Prevention of Illegal Mobile Phone Use.
Implementation of Network Use Restriction	We use the network use restriction system* as a means for preventing the criminal use of mobile phones that have been stolen from docomo Shops or other retail outlets or obtained through fraud or other criminal behavior; or by forging identification or submitting applications with false information (name, address, birthdate, etc.). *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.