



## Press Release

### **J.D. Power Asia Pacific Reports:**

### **NTT DoCoMo Ranks Highest in Business Customer Satisfaction with Mobile Phone and PHS Service In Inaugural Study**

**TOKYO: 25 September 2009** — NTT DoCoMo ranks highest among mobile phone/personal handyphone system (PHS) service providers in satisfying business customers, according to the J.D. Power Asia Pacific 2009 Japan Business Mobile Telephone/PHS Service Customer Satisfaction Index Study.<sup>SM</sup>

The inaugural study examines the satisfaction of business customers with their mobile telephone/PHS service provider (not including data transmission cards) based on four factors (listed in order of importance): cost (41%); responsiveness of sales contact (24%); service quality (23%); and service content (13%). Overall satisfaction is based on a 1,000-point scale.

NTT DoCoMo ranks highest with a score of 610 points and performs particularly well in three of the four factors: sales contact, service quality and service content. Following NTT DoCoMo in the rankings is au (589).

The performance of service providers included in the study differs most greatly in the service quality and service content factors, rather than in price. In particular, there are wide performance variations between providers in aspects of sales personnel such as expertise; responsiveness; attitude; frequency of contact; and support/follow-up when there are malfunctions or trouble. In the service content factor, there is notable variation between providers in the breadth of the geographical area in which coverage is provided.

The study finds that the most important considerations for customers when selecting mobile telephone/PHS service providers are aspects of service quality such as the breadth of domestic service response area and reliability, as well as the ability to control costs.

“Service providers may be able to differentiate themselves based on cost, since currently there are not major differences in this regard among business mobile telephone/PHS service providers in Japan,” said Wakana Ueda, project manager at J.D. Power Asia Pacific, Tokyo. “Providers may also be able to raise satisfaction levels by focusing on responsiveness of sales contacts and service quality, as performance in these areas varies widely from provider to provider.”

The study also finds that achieving high levels of customer satisfaction is critical to customer retention. For example, among customers of NTT DoCoMo, 87 percent indicate they plan to continue using the provider or to expand the services they subscribe to. This figure is 10 percentage points higher than among customers of companies with lower levels of satisfaction.

The 2009 Japan Business Mobile Telephone/PHS Service Customer Satisfaction Index Study is based on 3,309 responses from individuals responsible for supervising or deciding upon telephone services at businesses with more than 100 employees. Each respondent evaluated up to two mobile telephone/PHS providers. The study was fielded in June 2009.

### **About J.D. Power Asia Pacific**

J.D. Power Asia Pacific has offices in Tokyo, Singapore, Beijing, Shanghai and Bangkok that conduct customer satisfaction research and provide consulting services in the automotive, information technology and finance industries. Together, the five offices bring the language of customer satisfaction to consumers and businesses in China, India, Indonesia, Japan, Malaysia, Philippines, Taiwan, Thailand and Vietnam. Information regarding

J.D. Power Asia Pacific and its products can be accessed through the Internet at [www.jdpower.com](http://www.jdpower.com). Media e-mail contact: [shizue\\_hidaka@jdpower.co.jp](mailto:shizue_hidaka@jdpower.co.jp)

**About J.D. Power and Associates**

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, Web intelligence and customer satisfaction. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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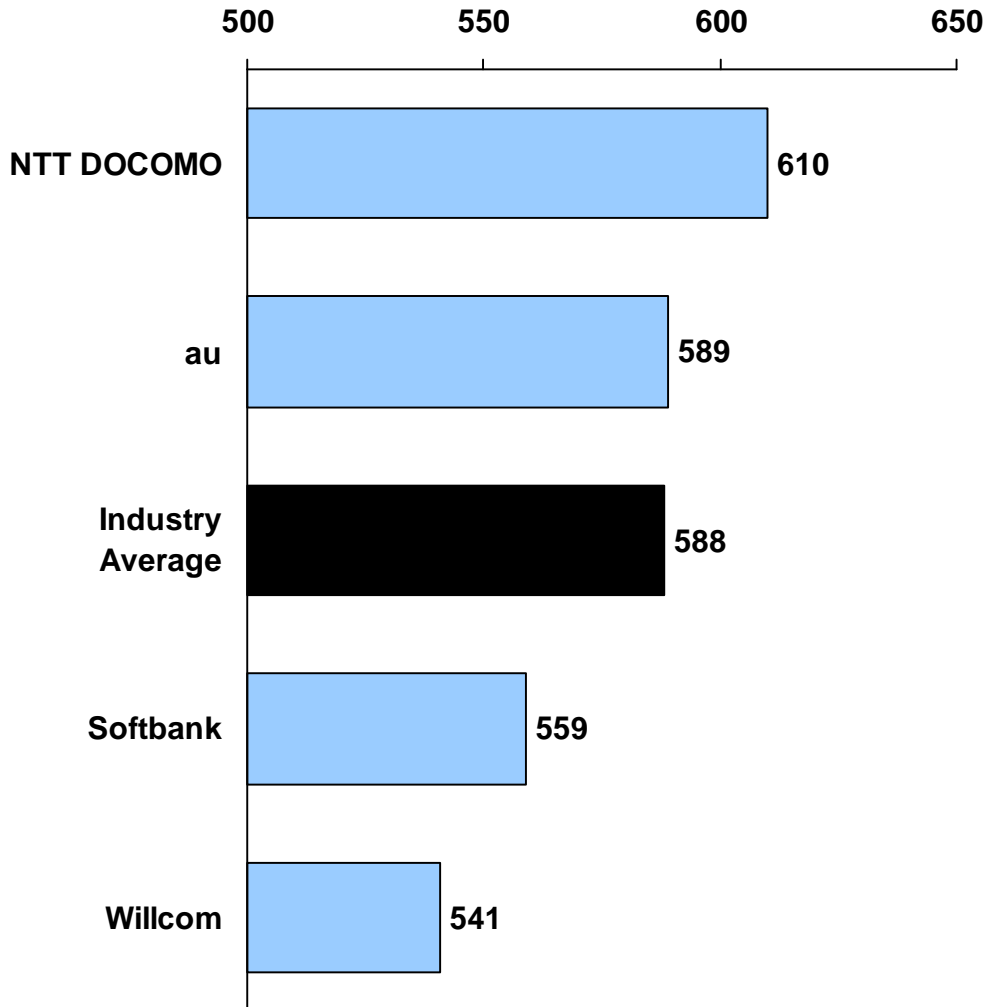
NOTE: Two charts follow.

# J.D. Power Asia Pacific 2009 Japan Business Mobile Telephone/ PHS Service Customer Satisfaction Index Study<sup>SM</sup>

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## **Customer Satisfaction Index Ranking**

(Based on a 1,000-point scale)



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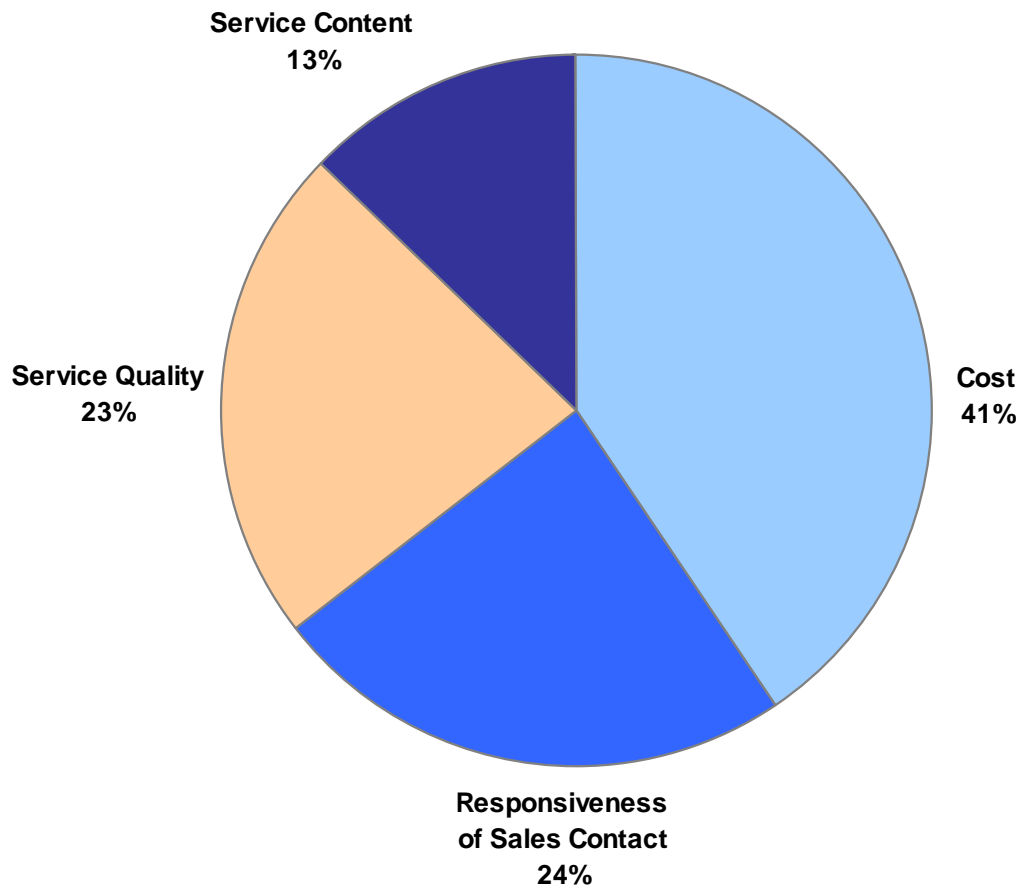
Source: J.D. Power Asia Pacific 2009 Japan Business Mobile Telephone/PHS Service Customer Satisfaction Index Study<sup>SM</sup>

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## Factors Contributing to Overall Satisfaction



*Note: Percentages may not total 100 due to rounding*

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Source: J.D. Power Asia Pacific 2009 Japan Business Mobile Telephone Service Customer Satisfaction Index Study<sup>SM</sup>

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