

Customer
Relationship
Management

Management
Approach

Material Issues and Our Approach

The Kawasaki Group offers a vast variety of products to a wide range of domestic and international customers. The Group's products range from transportation equipment, such as ships, rolling stock and aircraft, to industrial machinery, such as gas turbines, engines, robots and industrial plants, and also include leisure products, such as motorcycles. A critical part of our business is to reflect our customers' demands in our products as quickly as possible.

The Kawasaki Group's six internal companies form a unique customer relationship management structure, wherein they share information to reflect in product designs and after-sales services as needed.

Focus Activities and Medium-term Targets

Because our lineup of products is highly diverse, and because of the differences between our B-to-B and B-to-C businesses, we base our business activities and goal setting for winning the confidence of our customers on the specific characteristics of each business. Key Group-wide activities are aimed at establishing and improving feedback systems. The Marketing Division reaches out to the internal companies and business divisions to gather feedback from customers and follow up on measures intended to enhance customer satisfaction. In the course of doing so, it also shares information and seeks to boost awareness of customer relationship management.

● Goal for the MTBP 2019

- Further enhance each internal company and business division's awareness of customer engagement.

Progress, Results and Challenges

We have set up a contact page on our website that customers and other stakeholders can use to communicate their views to the Company.

Since fiscal 2013, the Marketing Division follows up with business divisions on the status of web surveys, questionnaires, and interviews associated with customer satisfaction on a yearly basis (in principle).

● Goals for Fiscal 2018

- Build Company-wide mechanisms for receiving feedback.
- Increase awareness of customer relationship management.

● Fiscal 2018 Result

- Rolled out customer satisfaction improvement initiatives at the Motorcycle and Engine Company and Precision Machinery Business division.

● Goal for Fiscal 2019

- Roll out customer satisfaction improvement initiatives at all internal companies (once every three years after fiscal 2020).

Customer Satisfaction

Customer Satisfaction Survey

The Kawasaki Group's six internal companies supply products to customers across a wide range of fields. Since customer characteristics and business practices vary widely from business to business and product to product, each internal company or business division works to understand their customers' level of satisfaction using methodologies that best suit their businesses.

Business units with many regular or ongoing customers conduct customer satisfaction surveys over time to monitor changes in satisfaction and use these findings to make necessary improvements. The Motorcycle & Engine Company's customers include consumers. As such, in addition to direct interview-style questionnaires, the company uses online surveys to measure the satisfaction of large numbers of customers around the world.

Responding to Customer Feedback and Complaints

Because customer characteristics and business practices vary widely from business to business and product to product, each internal company and business division responds to customer feedback and complaints in ways that best suit their businesses. For example, the Motorcycle & Engine Company handles feedback and complaints from customers in Japan at a customer consultation office, centrally manages the information gleaned from such offices and uses it to inform product development. The company has a similar system in place overseas.

Customer Information Management

Because customer characteristics and business practices vary widely from business to business and product to product, each internal company and business division manages customer information in ways that best suit their businesses.

Online Strategy

Because customer characteristics and commercial practices vary widely from business to business and product to product, each internal company and business division provides services in ways that best suit their businesses. At the Group-wide level, we are using social media to provide information about the Group.

The Motorcycle & Engine Company is working to increase customer satisfaction using services provided through "RIDEOLOGY THE APP", an official smartphone application that links to supported motorcycle models.

Corporate Promotion

Responsible Corporate Promotion

The Kawasaki Group seeks to accurately communicate the content of its business activities, which are based on its corporate philosophy, to stakeholders. To this end, we carefully check information prior to disclosure from various stakeholder perspectives, including checks for factualness and potential legal issues. Furthermore, we endeavor to avoid using specialized terminology or expressions likely to be misunderstood. We utilize such media as press releases, Group websites, social media, corporate promotional publications and advertisements, selecting the form to use with due regard to how it impacts society. We engage in corporate promotion with a constant awareness of not only of increasing the public awareness of the Group, but also the need to communicate the Group's contributions to solving social issues through its businesses and products. In addition, to fulfill our duty of accountability regarding the Shinkansen bogie frame manufacturing defect discovered in February 2018, we worked with quality management experts to determine the causes of the problem and consider solutions, after which the president held a press conference in September 2018.

Advertisement Violations and Actions Taken

There were no violations of laws pertaining to advertising in fiscal 2018.