

THE TRANSFORMATIONAL JOURNEY TO MESSAGING

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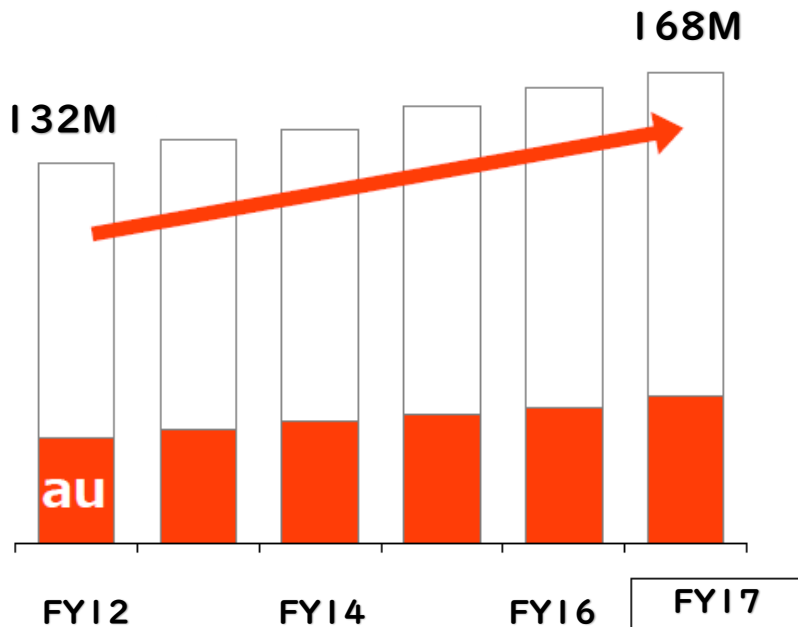
おもしろいほうの未来へ。



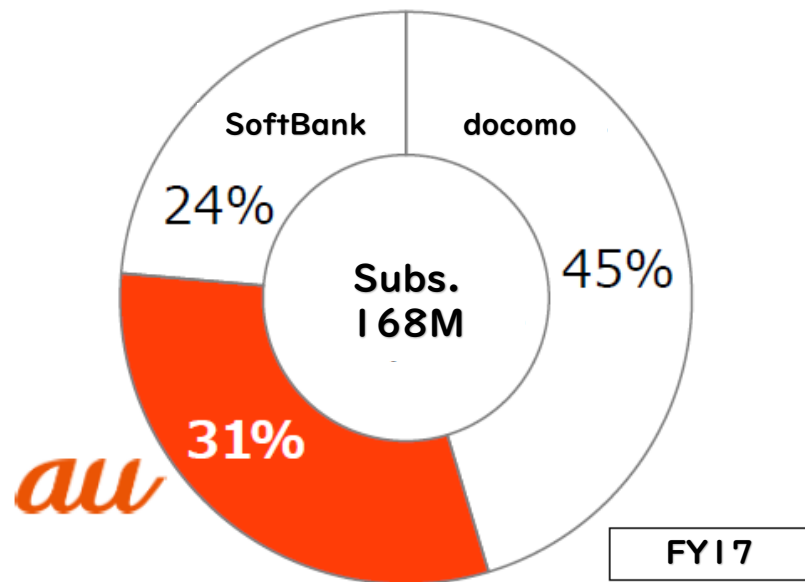
TELECOMMUNICATION IN JAPAN

2

MOBILE SUBSCRIBERS

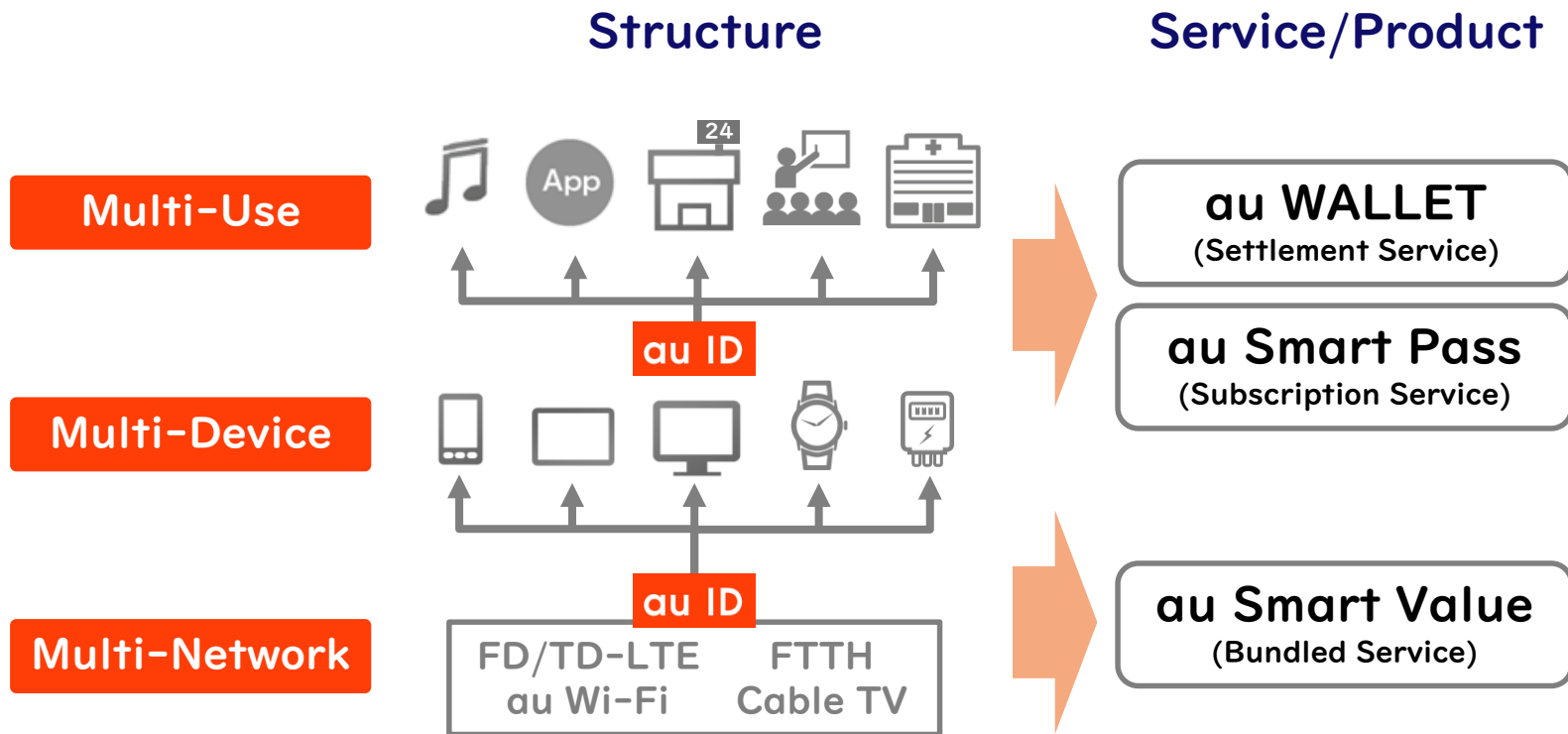


MARKET SHARE



3M STRATEGY(2013-2015)

3



INTEGRATE TELECOMMUNICATIONS AND LIFE DESIGN

4



CUSTOMER
EXPERIENCE IS
THE **KEY** FOR KDDI



WHAT HAVE WE DONE
SO FAR TO CONNECT WITH
CUSTOMERS ON **DIGITAL**?

THE LAST 4 YEARS

auサポート



7

JULY
2015

JANUARY
2018

SEPTEMBER
2018

MAY
2019

SEPTEMBER
2019



Launched
web chat



Launched
in-app
messaging



First brand
to launch
ABC
messaging
in APAC
region



First brand
to launch
RCS
messaging
in APAC
region



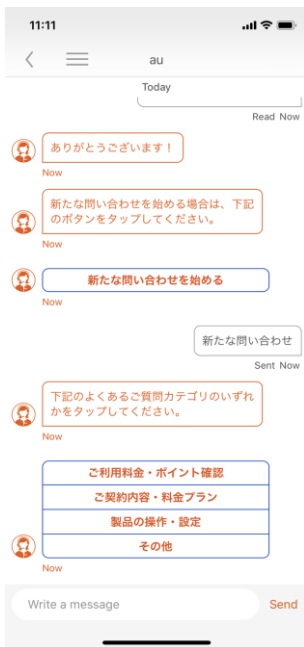
Launched
LINE
messaging

MULTI-CHANNEL TOUCHPOINTS

8



IN-APP



APPLE BUSINESS CHAT



RCS



LINE



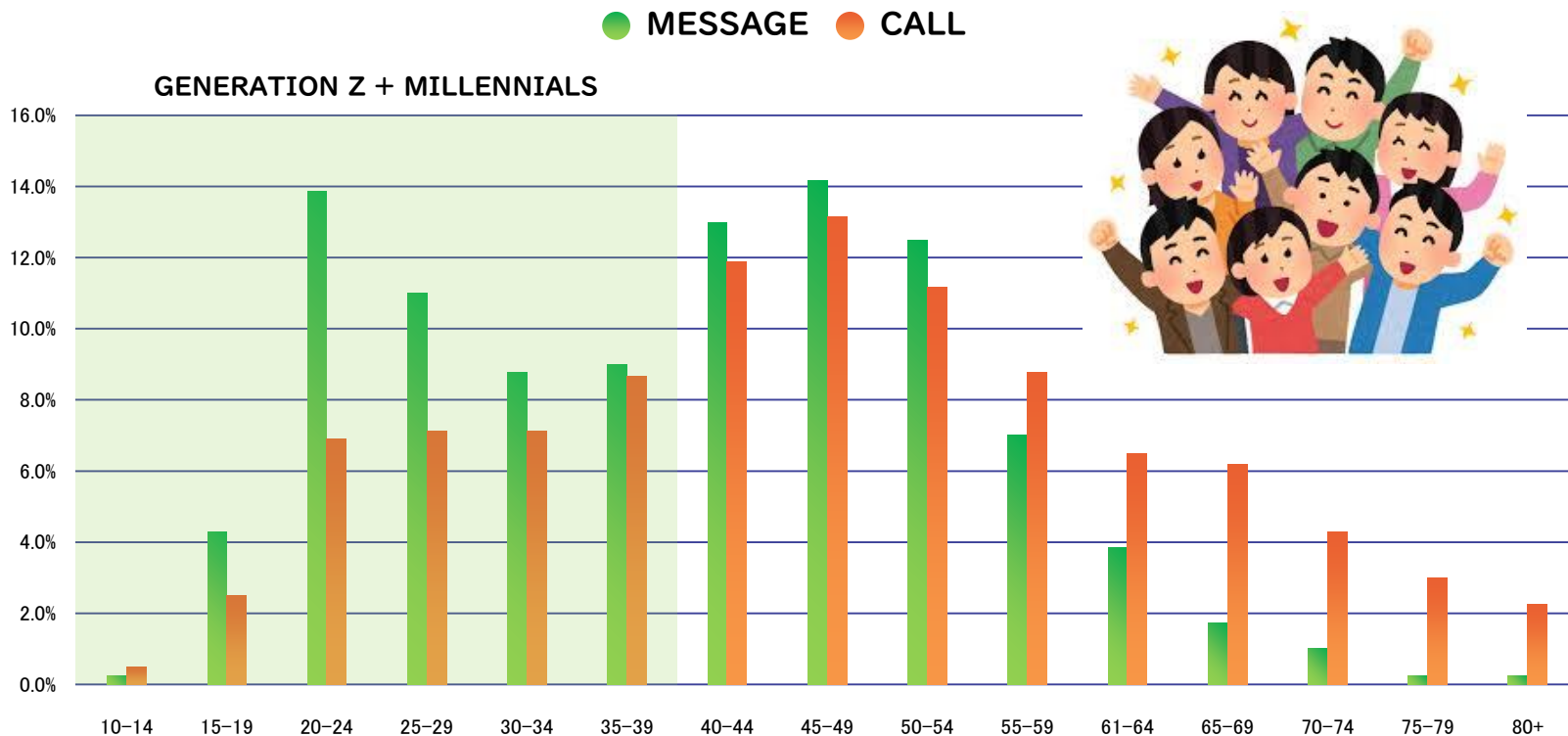
WHY ARE WE SHIFTING
TOWARDS **MESSAGING**?

70%
OF MESSAGING USERS
HAVE NEVER CALLED
KDDI BEFORE



MESSAGING DOMINATES THE GEN-Z & MILLENNIAL MARKETS

11



THE NUMBERS SPEAK FOR THEMSELVES

12



HIGHER CSAT

86%

10% higher than
voice



AGENT
ATTRITION

50%

lower than voice



COST
REDUCTION

50%

lower than voice



WHY **RCS**?



JAPAN'S TOP 3
CARRIERS CO-
LAUNCHED
C2C RCS IN 2018

KDDI LAUNCHED
B2C RCS IN 2019



NTT
docomo

au

= SoftBank

WHAT MAKES RCS BETTER THAN SMS?

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SAME THROUGH CHANNELS

GOOD

**CERTIFIED
ACCOUNTS**

GOOD

**ABILITY TO
SEND PICTURES**

GOOD

READ RECEIPTS

GOOD

**TWO-WAY
COMMUNICATION**

ONLY WITH RCS

BETTER

**PRE-LOADED ON
EVERY ANDROID**

BETTER

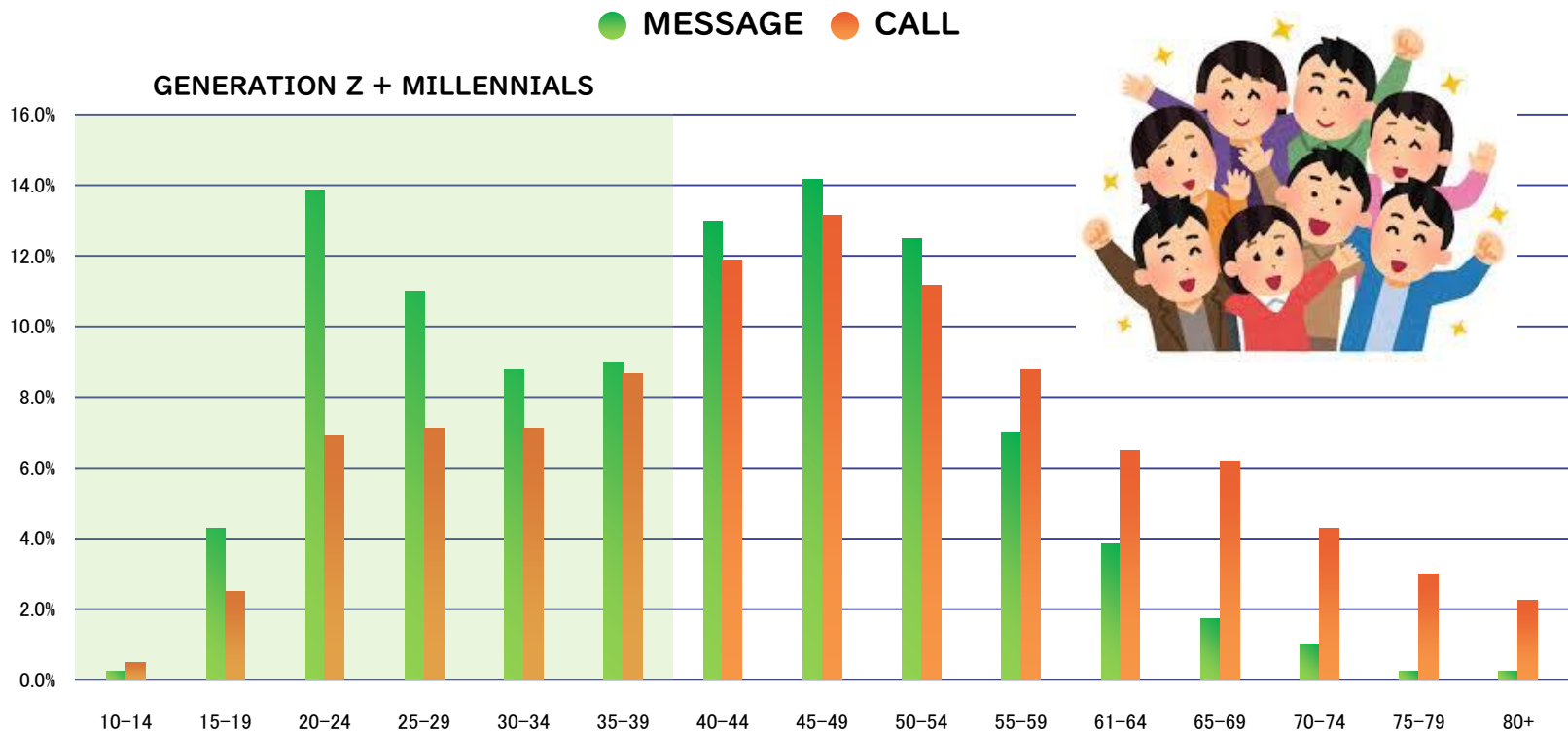
**EASIER
AUTHENTICATION
WITH PHONE NUMBER**

BETTER

**PUSH WITH HIGHER
OPEN RATE**

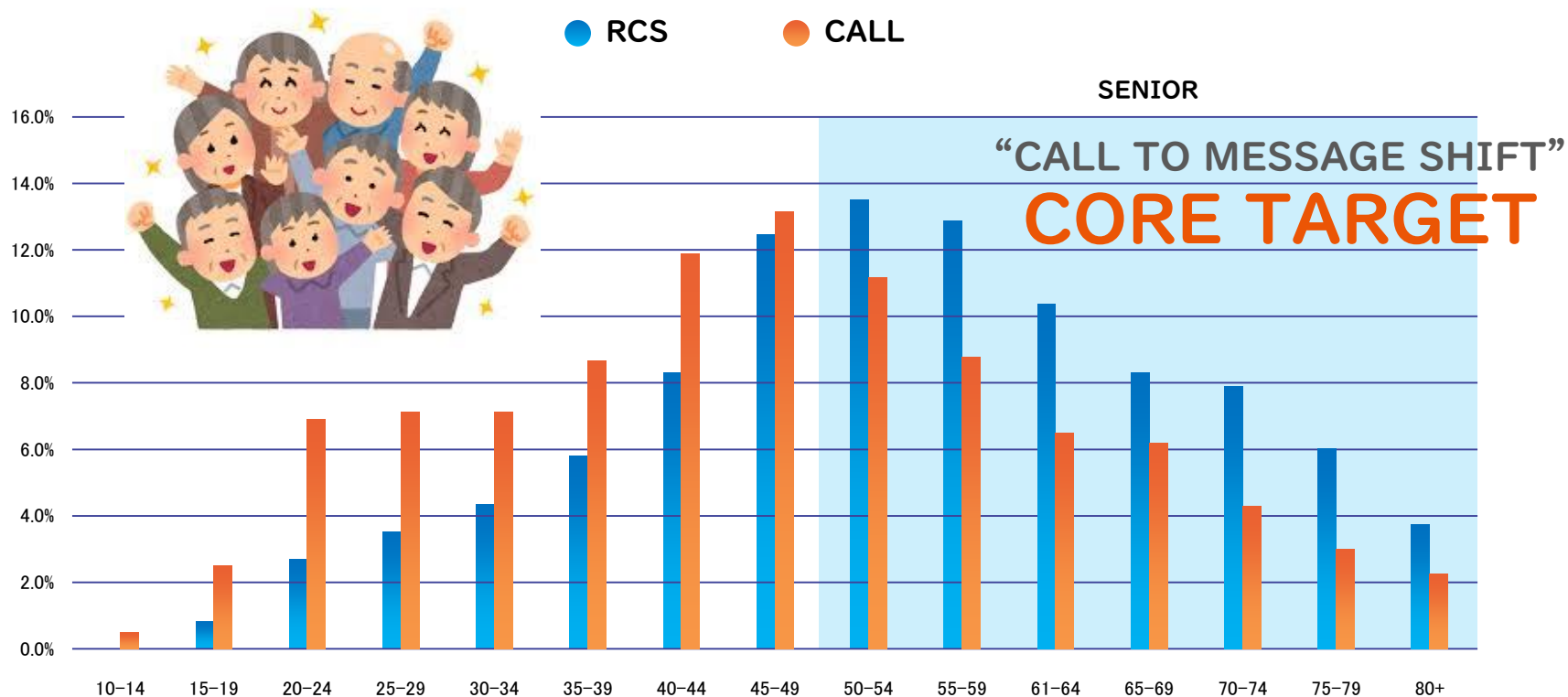
MESSAGING DOMINATES THE GEN-Z & MILLENNIAL MARKETS

16



RCS DOMINATES THE SENIOR MARKETS

17



IT'S TIME TO MAKE
CUSTOMER EXPERIENCE
ON **DIGITAL**
AND **CONVERSATIONAL**