

J.D. Power Asia Pacific

J.D. Power to Introduce Bain Certified Net Promoter Score® in its Industry Studies

Collaboration with Bain & Company Offers New Customer Satisfaction Benchmarking

TOKYO: 21 December 2017 — J.D. Power Asia Pacific (hereinafter, “J.D. Power”), a global leader in consumer insights, data, analytics, and advisory services, today announced that in 2018, Net Promoter Score® will be available on J.D. Power industry studies in Japan.

Net Promoter Score® is an international metric to be used to gauge customer loyalty, designed by Fred Reichheld, Bain & Company which is a top management consulting firm. Net Promoter Score® has been widely adopted with many companies as an effective measurement of customer loyalty. However, until now, companies wanting to compare their net promoter scores against competitors have had no reliable, objective benchmark data.

To meet these circumstances, J.D. Power and Bain & Company signed an agreement last December to benchmark the Net Promoter Score in a series of industry studies in North America. This enables us to offer the accurate independent benchmark, using a methodology certified by Bain & Company. Following North America market, the Bain certified Net Promoter Score® will be available in select upcoming 2018 studies in Asia Pacific including Japan. These studies will be for telecommunication, insurance, financial, hotel and automobile industries in Japan.

With a new benchmark using the certified Net Promoter Score® in addition to J.D. Power’s “Voice of the Customer” information and extensive knowledge, we will play a greater role in the improvement of customer experience with brands and loyalty.

Kazuki Okoshi, partner, Bain & Company, Inc. says, “Introducing and developing reliable and trusted Net Promoter Score® benchmarking will help our clients to focus on taking the actions required to earn deeper loyalty from their customers. We look forward to working with J.D. Power as a global leading provider of customer satisfaction research, to introduce this competitive benchmark in Asia Pacific markets. Such collaboration will offer companies the highest-level measure customer engagement which can be relied upon when making important decisions.”

Kaoru Suzuki, representative director at J.D. Power Asia Pacific says, “Through combining Net Promoter Score with the depth of data J.D. Power captures, we will be able to offer auto makers and other industries a significantly enhanced capability to not only see where they stand relative to competitors, but to more precisely identify and prioritize improvement opportunities. This benchmarking will enable clients to evaluate their performance versus customer expectations conveniently and effectively, instead of relying on costly custom market research studies, which survey customers of both the company and its competitors and too often fall short of correct certified Net Promoter Score methodology. In addition, this combined offering will provide directly actionable information to help improve loyalty.”

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About Bain & Company

Bain & Company is the management consulting firm that the world's business leaders come to when they want results. Bain advises clients on strategy, operations, information technology, organization, private equity, digital transformation and strategy, and mergers and acquisition, developing practical insights that clients act on and transferring skills that make change stick. The firm aligns its incentives with clients by linking its fees to their results. Bain clients have outperformed the stock market 4 to 1. Founded in 1973, Bain has 55 offices in 36 countries, and its deep expertise and client roster cross every industry and economic sector. www.bain.com.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. J.D. Power measures quality and satisfaction based on responses from millions of consumers and business customers worldwide annually. J.D. Power is headquartered in Costa Mesa, California and has 17 offices in North America, South America, Europe and Asia. In the Asia Pacific region, J.D. Power has offices in Tokyo, Singapore, Beijing, Shanghai, Bangkok and Malaysia. These offices bring the language of customer satisfaction to consumers and businesses in Japan, Australia, China, India, Indonesia, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam. J.D. Power is a portfolio company of XIO Group, a global alternative investments and private equity firm headquartered in London, and is led by its four founders: Athene Li, Joseph Pacini, Murphy Qiao and Carsten Geyer. Information regarding J.D. Power and its products can be accessed through the internet at japan.jdpower.com.

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