

PENDO 
MONIUM
2024

PENDOMONIUM 2024

**Enhancing the strength
of 43k employees in over
2k stores with Pendo**





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Agenda

- **Who we are? KDDI**
- **Why we chose Pendo?**
- **Pendo use case**
- **The future**
- **Recap**



KDDI Overview



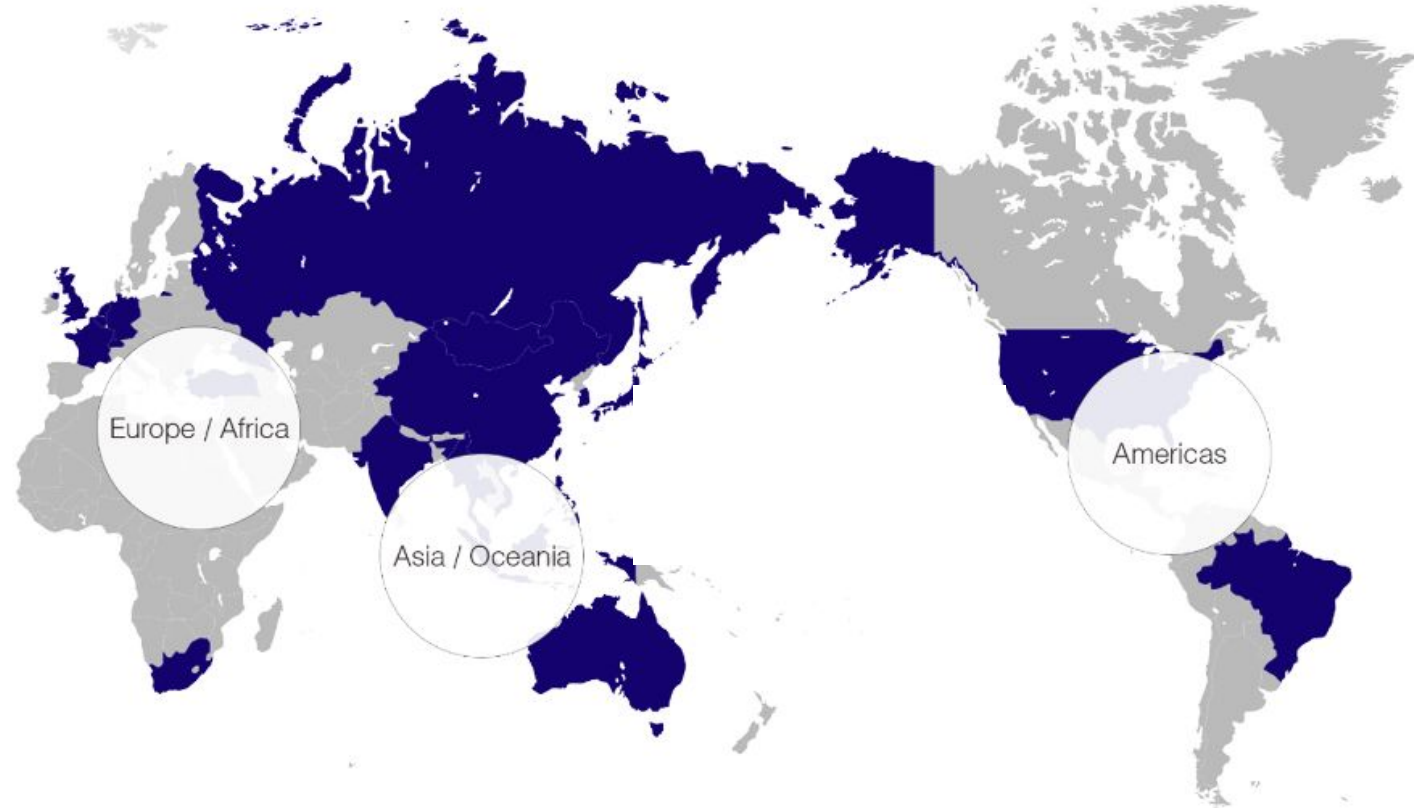
KDDI is the leading service provider in Japan

Highlights

- ~ 61K employees *
 - HQ in Tokyo
 - Established in 1984
- Diverse services in finance, energy, and lifestyle experiences
- Expanding new 5G and DX service (“au” core mobile brand)

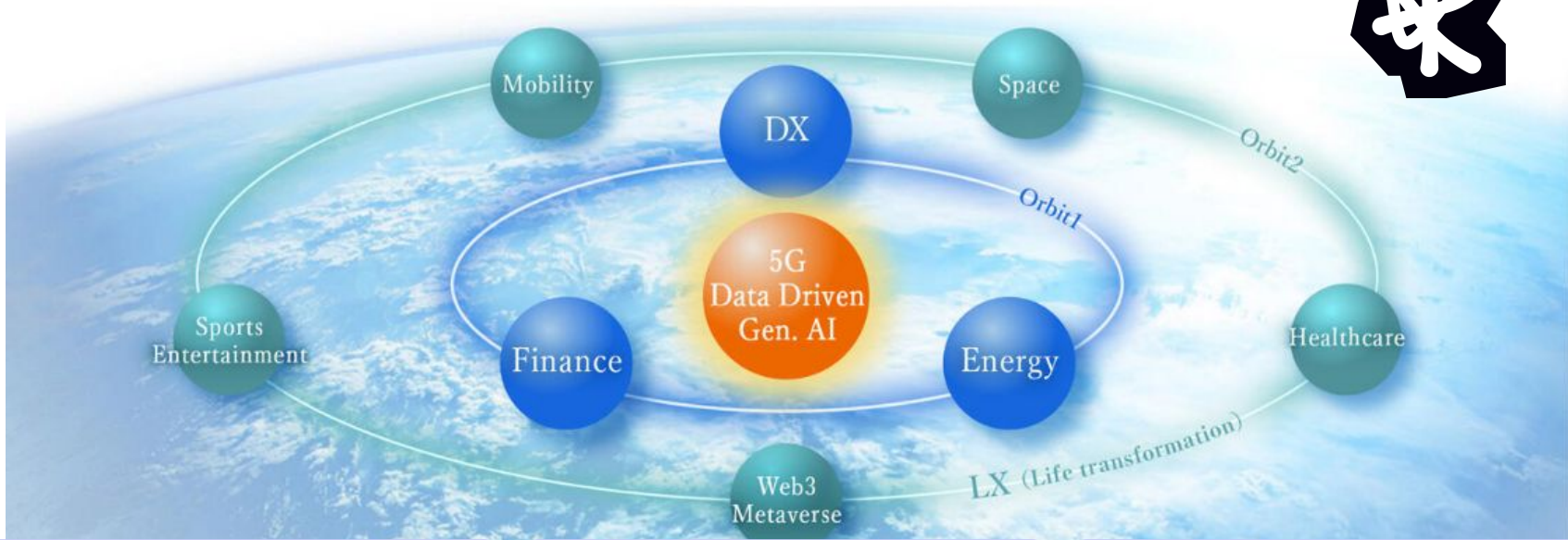


With 100+ locations, 62 cities globally



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Our vision



Global Expansion

Create demand for DC and IoT in emerging countries

Customer Relationships

Strengthen customer contact points and CATV co-creation

Talent Development

Provide opportunities to enhance expertise

Our services



au



- au
- au HIKRAI
- au Electricity
- au PAY
- au PAY Card

UQ mobile



- UQ mobile

povo



- povo

Store overview



Multiple store categories



Service proposal contract sign-ups



Diverse product services and offerings

How our stores work....

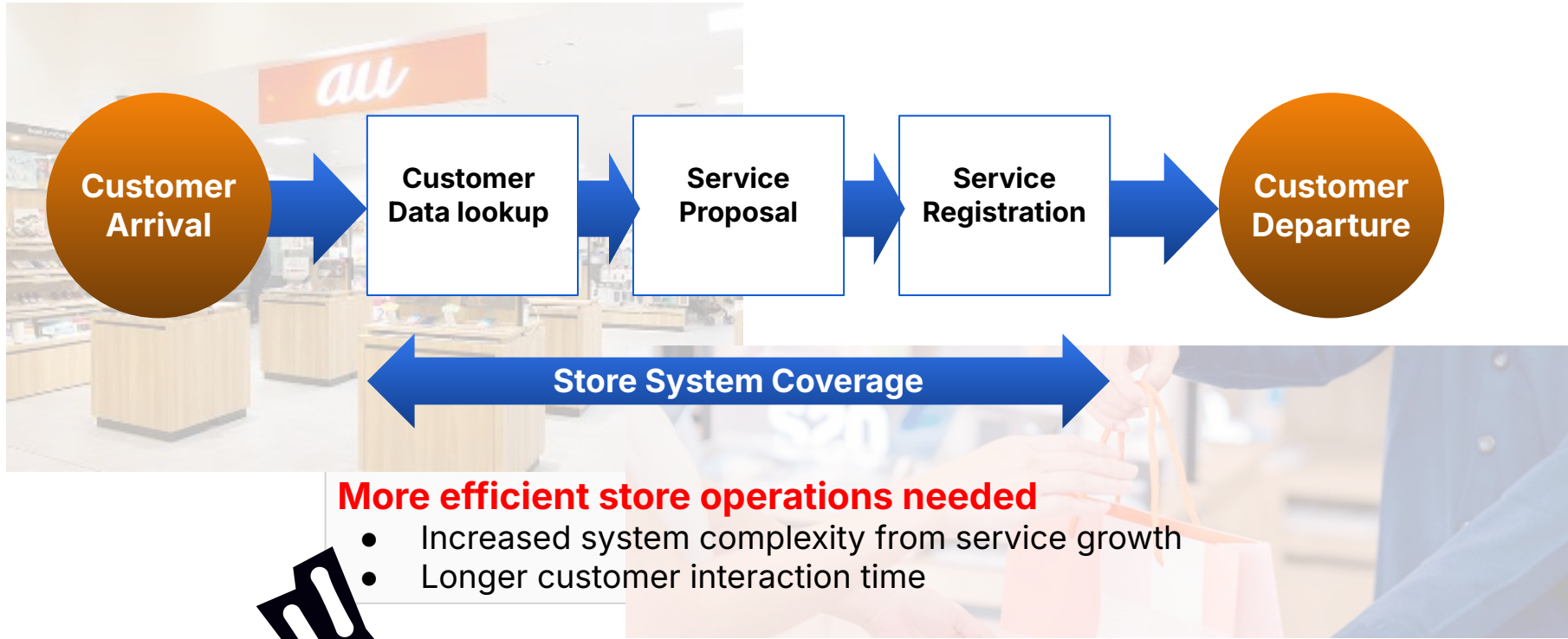


Overview

- By the numbers*
 - Carrier shops: ~2,000 stores
 - Retailers: ~8,000 stores
 - Terminals: ~50K units
 - System users: ~40-50K
- Customer service system
 - Tablet devices
 - More complex UI as products and services have diversified



In-store customer experience





Why we chose Pendo

Top challenges



1

Difficult system log in assessments

2

User issues using the system

3

Store communication challenges

Difficult system log in assessments



Qualitative review
only



Data-driven
Quantitative review



Goal: Enhance UI/UX and maximize ROI

Pendo solution



Easy usage data collection and user behavior visualized

- Ability to see unseen insights
- Aligned understanding within LOBs via data
- Now driving adoption based on usage data

Ongoing

Real-time

Visualized



User issues using the system



Increased time
resolving issues



Quick resolution of
questions



Goal: Enhance UI/UX and maximize ROI

Pendo solution



Before

- Workshops and training
- Manual reference
- Support center inquiries



After

- Pendo Guides enabled
- Immediate follow up on FAQs
- Addressed problems without IT development

**The integration of
"the operations screen" and
"the manual"**

Store communication challenges



Announcements
not spreading



Announcements
reaching users



Goal: Enhance staff capabilities

Pendo solution



Before

- Employees were too busy to check announcements
- The announcement was not remembered when needed



After

- Pendo Guides helped target the right users at the right time
- Improved in-store execution from employees



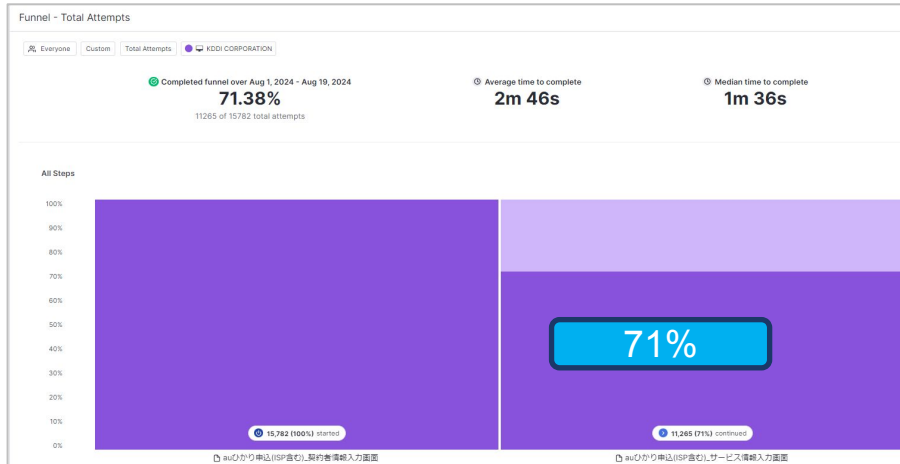
Pendo use cases

1) Measured impact of new features

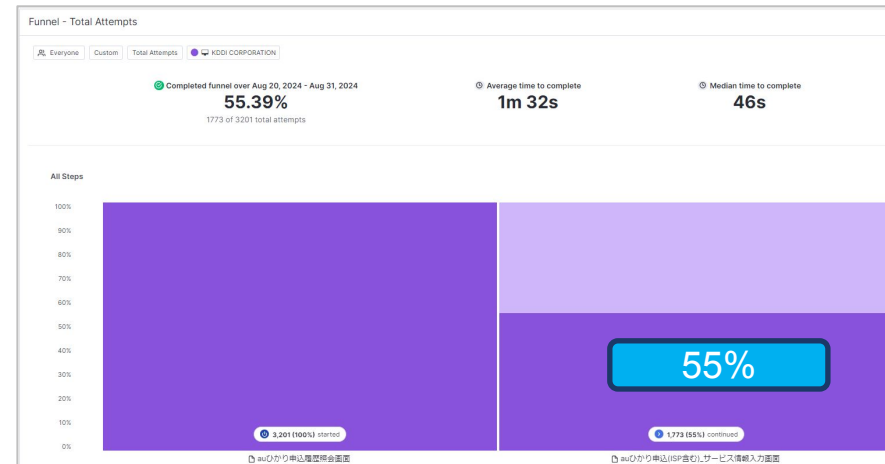


Added a page to prevent fraudulent contracts, and it **worked as expected**

Pre-feature release



Post-feature release



2) Analyzed screen transitions with data



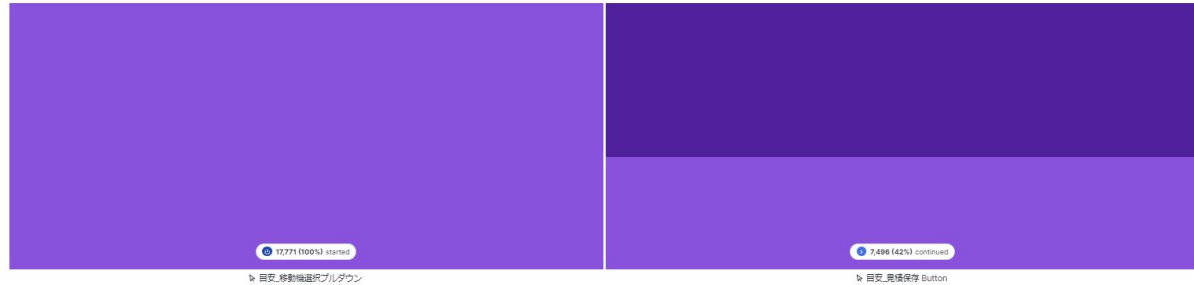
Saw significantly **less attempts** and now able to influence **user exit points**



3) Better understanding of feature usage



Visualized button usage → showed **50%+ of users** were not using it



4) Greater awareness initiatives

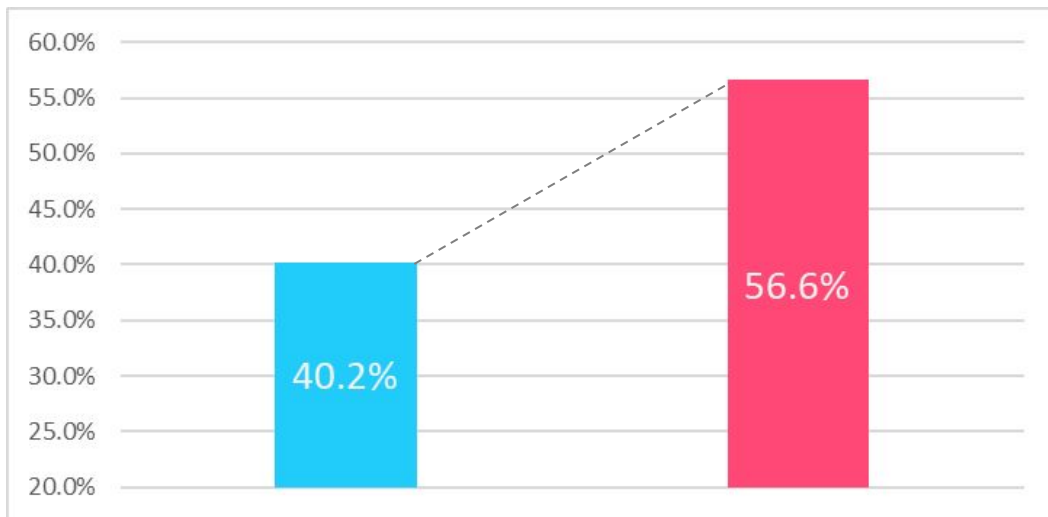


Pendo Guides greatly **improved our in-app upgrade rate** compared to before

Guide announcement



App version upgrade rate on guide launch day



Traditional announcement

Pendo Guide

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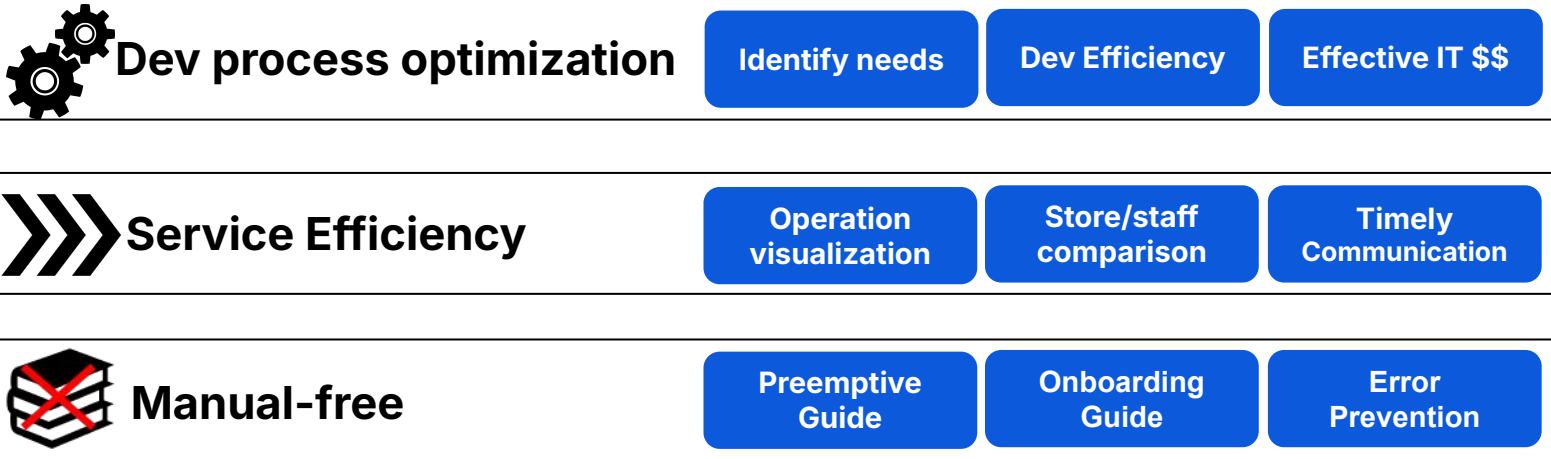
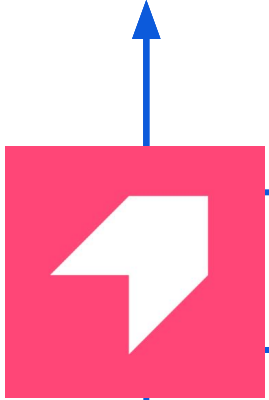
The future

Expectations moving forward



The Goal

Creating valuable customer service experiences





Recap

Summary



1

Advancing DX efforts inside physical stores

2

Shifting to data-driven development with Pendo

3

Improving in-store service efficiency with Pendo Guides



Thank you!

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Q&A

Question 1



How does KDDI think about digital transformation and digital adoption as it continues to integrate a data/analytics first mindset?

Question 2



What was the reaction and feedback from the field when Pendo was implemented?

Question 3



How did you segment the 2,000 stores for your analysis? Based on that, what trends or insights did you discover, and how did it lead to your next actions?

Question 4



How did you segment the 43,000 employees for your analysis? Based on that, what trends or insights did you discover, and how did it lead to your next actions?

Question 5



How has Pendo continued to enable KDDI to optimize their employee training and new product/feature launches for such a large and diverse workforce?

Question 6



After releasing Pendo, what challenges are you currently facing, and how do you plan to leverage Pendo moving forward? What future outlook do you have?

Question 7



Are there any examples of where user behavior changed solely because of the guides?



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