Initiatives to Improve Customer Satisfaction (CS) and Be the Best Financial Services Provider

Basic Approach

Adopting “customer first” principle, Mizuho aims to provide the highest possible standard of financial services that meet our customers’ needs on a global basis. We also place great importance on emotional connections with our customers and work to build a trust relationship in the medium-to-long term, with an awareness that every action by every employee has a bearing on the satisfaction and trust of our customers.

Improving CS by Providing Products and Services that Meet Customers’ Needs

Mizuho is working to achieve its vision of being the best financial services provider. We continued to receive feedback from customers through various channels in fiscal 2015, including around 200,000 customer feedback cards and surveys for corporate customers both in Japan and overseas. We are paying close attention to the information this feedback provides about the diverse and ever-changing needs of our customers, such as an extensive range of good-value products, security features and expansion of convenient channels, to improve our level of services.

Main Achievements in Fiscal 2015’s Efforts to Be the Best Financial Services Provider

3-Star in Banking Industry Support Portal Rankings

MHBK received a top ranking of three stars in the Banking Industry Support Portal Rankings hosted by HDI-Japan*, for three consecutive years because of its stance addressing customers’ inquiries, including the improvements to its website, such as the improvement of its structure, navigation flow and extensive FAQs, based on feedback from its call center, web inquiries page and customer feedback cards, as well as the introduction of Mizuho Messenger to increase inquiry channels.

No.1 in Retail Banking Survey on Product Offering Adequacy

MHBK is No. 1 for two consecutive years in the Retail Banking Survey on Product Offering Adequacy, a survey carried out jointly by Nikkei and Nikkei Research.

One-time Password Card

MHBK was the first Japanese retail bank to introduce a one-time password card with electronic transaction signing that provides protection against all financial crimes that have been discovered at this point.

* A support portal and inquiries service ranking event in which companies’ support centers in various industries are ranked every year by HDI-Japan, the Japanese branch of the HDI (Help Desk Institute).