

■ Face-to-Face Customer Service Centered on Policy Details Confirmation Activities

Policy Details Confirmation Activities

Life insurance is a long-term contract that extends from the commencement of the contract to policy maturity or the receipt of insurance claims. Nippon Life believes it is important to work hard at providing after-sales service not only at the time of enrollment, but even after enrollment so that customers experience peace of mind and will continue their policies. To that end, sales representatives carry out face-to-face consulting activities.

Initiated from August 2007, Policy Details Confirmation Activities are basic activities conducted by sales representatives that can demonstrate the strength of our service through face-to-face meetings. Our nationwide sales representatives visit each and every policyholder to confirm the content of customer policies and catch up on the recent activities of

policyholders. By communicating about our Policy Details Confirmation Activities through TV commercials and various media, Nippon Life is working hard to inform our many policyholders about these activities.

Overview of Policy Details Confirmation Activities

- Nationwide network of 50,000 sales representatives visit policyholders at least once a year
- Explain content of customer policies now in force
- Confirm recent hospitalizations, hospital visits, surgical histories and other items
- Introduce new products and offer various free services



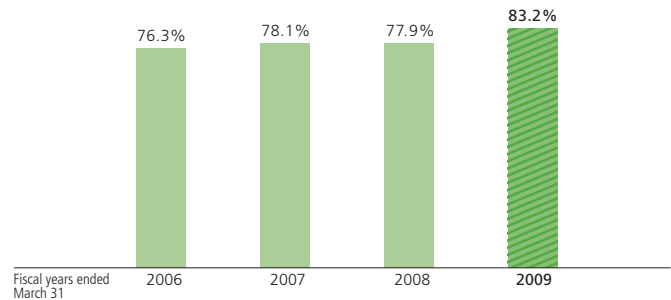
Further Improvement of Customer Satisfaction

As a result of these steady customer visits, in the Customer Satisfaction Survey that Nippon Life performs each year (results are for the fiscal year ended March 31, 2009), customer satisfaction in terms of “Sales representative response” rose for the fifth consecutive year for an overall customer satisfaction score of 83.2%. Customer satisfaction was particularly high for those customers who had been visited by a sales representative as part of Policy Details Confirmation Activities and had received direct explanations, thereby confirming the importance of face-to-face service.

Furthermore, Nippon Life is working to improve its management from the customer’s point of view with the launch of *Mirai Support*, which is based on feedback from the many customers who had been visited as part of Policy Details Confirmation Activities. We will thoroughly instill in our sales representatives the value of face-to-face consulting activities, which form the basis of customer service. We will work hard to further increase customer satisfaction through improved

after-sales service for all policyholders with a focus on Policy Details Confirmation Activities, which are now in their third year.

Overall Customer Satisfaction based on the Customer Satisfaction Survey



*1 Percentage of customers who answered “satisfied” or “somewhat satisfied”
 *2 Please see p. 41 for details of the Customer Satisfaction Survey

Strengthen Consulting Capabilities of Sales Representatives

To further improve our face-to-face services, we need to raise the consulting capabilities of our sales representatives who are at the center of this service. Therefore, in the fiscal year ended March 31, 2008, we drastically revised the methods, rating system and education system of sales representative activities.

Specifically, we have thoroughly instituted day-to-day customer service activities including after-sales service as a basic practice for sales representatives and revised our rating system to emphasize the status of that practice.

In addition, we have revised our study curriculum for training sales representatives that is offered in branches and head offices and taken steps to strengthen our operations.

We will strengthen the consulting capabilities of sales representatives by further improving our educational system through increased knowledge—the basis of consulting activities—and further improvement of business manners.

■ Development of Easy-to-Understand Products for Customers

In order to unfailingly pay insurance claims and benefits to customers, Nippon Life is working to simplify products and make them easier to understand.

Through our Policy Details Confirmation Activities we have received a great deal of customer feedback such as “It’s difficult to understand because there are so many riders,” “I would like you to make the coverage content more easy to understand” and “It’s not easy to understand what surgical procedures my policy covers.” In October 2008, Nippon Life launched *Comprehensive Medical Rider*, an easy-to-understand product based on this customer feedback, and updated this comprehensive coverage product that has this rider attached as the *Mirai Support* series.

In addition to being a simple and easy-to-understand product with improved coverage, *Comprehensive Medical Rider* strives for more accurate and swifter payment. With more than 1,500,000 enrollments,* it is an extremely popular product.

In April 2009, Nippon Life launched *My Medical EX*, medical insurance with a single rider in order to provide many customers with the attractive coverage of the *Comprehensive Medical Rider*, which has made it possible to more flexibly meet customer’s medical coverage needs. In addition to these products Nippon life will continue to develop products like these that are easy for customers to understand.

* The total of the number of policies with the *Comprehensive Medical Rider* attached and the number of applications to change riders (October 2008 to June 2009)

Customer feedback

- Many riders, difficult to understand
- Make coverage content easier to understand
- Not easy to understand what surgical procedures are covered by my policy



- Launched *Comprehensive Medical Rider*
- Launched *Mirai Support* series, a comprehensive coverage product that has the *Comprehensive Medical Rider* attached
- Launched *My Medical EX* medical insurance

Primary features of *Comprehensive Medical Rider*

Easy-to-understand coverage

- Simplified, merges six medical rider functions into one.
- Scope of surgical coverage is linked to surgical procedures covered by the public medical insurance system.*¹ Customers can easily confirm by themselves what surgical procedures are covered using the receipt issued by the hospital.

Improved coverage

- More than 1,000 different surgical procedures covered by the public medical insurance system, including outpatient surgery, are covered.
- When paying hospitalization benefits, a single benefit payment for hospitalization covering five days is added on and paid.*²
Able to cover hospital visit expenses before and after hospitalization and customer’s cost of obtaining a medical certificate.

Able to change to *Comprehensive Medical Rider* without doctor’s exam or notification of health status

- Regardless of health status at time of sign up, only the medical rider portion of the policy the customer is already enrolled in is changed to *Comprehensive Medical Rider*.

*¹ Some of the surgical procedures covered by the public medical insurance system are not covered for payment.

*² When “hospital treatment benefit type” is selected



In addition to the development of easy-to-understand coverage products, we are making easy-to-understand policy terms and conditions.

Policy Terms and Conditions is a document of vital importance to the customer that describes the agreement (when insurance claims can and cannot be received, etc.) from policy enrollment to expiration.

Believing that it is vital that we help customers understand their

own coverage by explaining the policy terms and conditions in an easy to understand manner, we posted “Easy-to-Understand Explanation of Terms and Conditions” for whole life insurance and for the *Comprehensive Medical Rider* on an official Company website from April 2007 and October 2008, respectively.

Features of “Easy-to-Understand Explanation of Terms and Conditions” for *Comprehensive Medical Rider*

Features:

- 1) Provides explanation for each clause
- 2) Employs illustrations and a Q&A format and focuses on explaining coverage
- 3) Comes with an enhanced purpose-designed search function

*Covers *Comprehensive Medical Rider* when attached to whole life insurance policies dated April 2, 2009 and after.



“Easy-to-Understand Explanation of Terms and Conditions” for *Comprehensive Medical Rider*

■ Making Efforts to Achieve an Even Higher Level of Customer Service

Establishment of the Customer Service Headquarters

Nippon Life established the Customer Service Headquarters in the fiscal year ending March 31, 2010—bringing together all organizations in the areas of administration, systems and customer service—regardless of what phase of the process customers are in, from policy underwriting to payment. The purpose of this is to build an administrative framework that is capable of realizing customer service with even greater consistency.

Beginning with “Policy Details Confirmation Activities” undertaken by sales representatives, the Customer Service Headquarters strives to enhance services that are accurate, fast and easy to understand through

Development of the New Integrated System

In order to achieve the higher level of service desired by customers, we are moving forward with the development of the New Integrated System, a process that involves a drastic rebuilding of our core system and covers all areas and processes pertaining to customer service, from proposing an insurance policy and underwriting to the payment stage. Our goal is to have the system operational by the fiscal year ending March 31, 2012.

With the aim of dramatically improving customer convenience and upgrading productivity on both the sales and administrative sides,

the use of call centers and the Internet to meet a wide variety of customer demands. In addition, the Company is aiming to make steady progress in the development of New Integrated System, which is described below.

Owing to the establishment of the Customer Service Headquarters, Nippon Life is taking steps to further enhance and develop customer service by steadily developing its human resources in order to provide a higher level of service and improve administrative procedures that contribute to customer convenience.

Nippon Life is investigating the development of products primarily from the customer’s point of view and providing innovative new administrative and service frameworks that support these products.

Launched in October 2008, *Mirai Support* heralded in the development of the New Integrated System. Hereafter, Nippon Life will make every effort to achieve its own unique after-sales service that matches the lifecycles of customers.

Overview of the Development of the New Integrated System

