



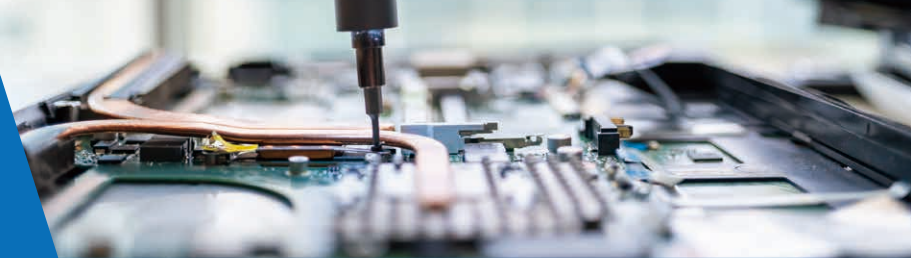
Service vendor selection for after-sales services in Japan

For your brand recognition and sales expansion

No matter how appealing your product is, you cannot expect it to sell well by just putting it on the market in Japan. Japanese customers question about how the call center provides support and how after-sales services such as repairs are attended to. Once these two systems are established, the resultant "sense of security after purchase" sweeps away their nagging nervousness, which leads them to actually making a purchase. This white paper presents the importance of after-sales services in the Japanese market and how to prepare and provide them.



How your brand is recognized and after-sales services



Point1 To start selling your product

Japanese consumers are eager to know the “brand value.” When an overseas brand is newly introduced in the country, they first check reviews and comments by purchasers to decide whether they should buy or not. If someone said or wrote: “I bought the product but there is no customer support” or “They were not helpful with my inquiries or the request for repair,” The consumer will no longer be interested in buying the product.

Whenever you bring your new product to buyers from distribution companies such as mass retailers, you are asked: “Is there a customer support or after-sales service system for the product?”

In Japan, it is essential to consider not only the product specifications and quality, but also how to have effective customer support and after-sales service systems. In other words, this means that if you thoroughly prepare these systems, you have cleared the biggest hurdle in entering the Japanese market. It is time to showcase your fascinating product.



Point2 Tendency of Japanese consumers

Japanese consumers expect your commitment and dedication as defined by the term “OMOTENASHI.”

For example, in the case of making an inquiry to the call center, what the caller really wants to say usually lies in the subtle nuance or context of their words. When there is an inquiry by email, you need to understand the inquirer’s feelings from how they phrase the email, and accordingly provide advice such as advanced techniques for skilled users and troubleshooting. Otherwise, the inquirer will not be satisfied. When handling repairs, exchanges and such, you need to make use of your knowledge about the area in question to arrange a delivery, and comprehend how the matter is looked on by the consumer before asking for understanding regarding the number of days required for the whole process to be completed.

Japanese consumers are pleased if they feel “empathy” from the person who corresponds with them, while they will not when they feel like they were talking to a robot programmed just to follow the manual. Therefore, manual-based but flexible communication skills are required.



After-sales services required in Japanese market



Point3 Japanese market – it is actually easy?

There are both difficult and easy aspects of increasing sales in the Japanese market.

As mentioned earlier, the difficult part is consumer care. There are also requirements and rules by distribution companies such as retailers to consider. Especially in Japan, the target consumer and distribution system vary from one wholesale distribution channel to another. Therefore, the required level of after-sales service quality is also different.

However, if you understand and can address these issues properly, the purchasers will vouch for your product with positive words of mouth and reviews. Since those who saw or heard such comments become inclined to make a purchase, a virtuous circle will thus be created. Retailers also become willing to handle your product, because such products sell well.



Point4 Infallible service vendor selection

Our company, TS-PRO, has its own customer service know-how, education and management systems, which has been cultivated over the decades since its start as part of the audio maker KENWOOD. Furthermore, we have implemented at the call center the customer management system and quality control of interactive engagement/communication techniques, and encourage our staff to acquire new qualifications.

Operating in cooperation with the call center, the repair center also has a process control system. Our ability to issue invoices smooths the collaboration with retailers, in addition to the well-managed handling of logistics systems particular to Japan.

Moreover, through engagements such as regular quality meetings, we can provide various types of feedback obtained through customer services and product repairs, thereby helping to further improve the quality of your product.



After-sales service examples from global brands and Japanese brands



Main Clients

- Huawei Technologies Co., Ltd.
- Conair Japan G. K.
- Harman International Japan Co., Ltd.
(JBL, Mark Levinson, AKG, harman/Kardon, ARCAM)
- KEF Japan Inc
- AlphaTheta Corporation
- Black & Decker, Inc.
- DeWalt Industrial Tool Company.
- EKO JAPAN CO., LTD.
- HUROM Co.,Ltd.
- RAYCOP JAPAN INC.
- ZWILLING J.A. Henckels.
- Yamaha Corporation
- JVCKENWOOD Corporation
- Nextbase Japan Limited KK
- Shiseido Company, Limited
- LUMIELINA, INC.
- Tamron Co., Ltd.
- Siroca Inc.
- LADONNA Co.,Ltd.
- ITOCHU Corporation
- AUTOBACS SEVEN CO.,LTD.

and more

Total Support Professional Co., Ltd. (TS-PRO)

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