

DSR Management

Dai-ichi's Social Responsibility

From Management Quality Improvement to DSR

The Evolution of Management Quality Improvement Efforts

Our "management quality improvement activities," begun in 1998, have developed into our present CSR and DSR activities, accompanied by continuous, unflagging improvements.

Received
Japan Quality Award

2001

Corporate Brand
Improvement
CSR
(Corporate Social Responsibility)

2005

DSR 
Dai-ichi's
Social Responsibility

2010

Since Dai-ichi Life was founded, we have been led by a "Customer First" management philosophy.

In 1998, in order to realize our management philosophy and basic management policies, and led by a shared customer-oriented value system, we overhauled a wide variety of operations from a customer perspective. This was the start of our "management quality improvement activities" initiative for increasing our level of management quality.

As a result, in 2001 we were the first financial institution to be awarded the Japan Quality Award. Even after receiving the award, we continued with our

concept of management quality improvement, making constant use of the PDCA cycle while striving to improve management quality so that we might realize our management philosophy and basic management policies.

In 2005, we advanced "corporate brand improvement" as our management strategy, while at the same time advocating "CSR (Corporate Social Responsibility) management" in order to win the high esteem of not only our customers, but all of our corporate stakeholders, such as our employees and society itself. Since then, we have carried out a variety of CSR management initiatives.