

DSR Management

Delivering Value to All Stakeholders

The Dai-ichi Life Group practices Dai-ichi's Social Responsibility (DSR) management in order to satisfy its customers' expectations and fulfill society's needs. DSR management involves making constant improvements to the quality of management through the implementation of the Plan-Do-Check-Action cycle, and delivering unique value to stakeholders in ways only made possible by the Dai-ichi Life Group. To enhance the effectiveness of DSR management, we have established the Committee for DSR Promotion headed by the president and four specialist committees under this.

DSR Management Setup



DSR Management Promotion System

Committee for DSR Promotion

Delivering Value to All Stakeholders by Constantly Improving Management Quality

- Quality Assurance ▶ P11**
Delivering the suitable Products and Services with a Customer-centered Focus
- Corporate Citizenship and Environmental Activities ▶ P17**
Helping to Build a Better Community and Environment as a Member of Society
- Promoting Health ▶ P21**
Helping Improve Everyone's Health as a Company that Complements Social Security Systems
- Employee Satisfaction and Diversity ▶ P23**
Revitalizing of the Executives and Employees that Support Everything We Do

Status of DSR Management Promotion

Category	DSR Management Promotion Index	Explanation of the Index	FY2010	FY2011	FY2012
Quality Assurance	The number of new policies contracts per person	The number of new policies contracts per sales representative	30.2	30.9	31.4
	Total number of policies contracts	The number of contracts received for personal policies coverage (individual life insurance and individual annuity insurance)	12,405,000	12,662,000	12,874,000
	Nationwide Customer Survey Total satisfaction results (individual customers)	The ratio of "Satisfied" and "Somewhat satisfied" responses in the questionnaire survey targeted at individual customers	84.6%	86.0%	86.1%
	Dai-ichi Life Customer Survey Total satisfaction results (corporate customers)	The ratio of "Satisfied" and "Somewhat satisfied" responses in the questionnaire survey targeted at corporate customers	85.6%	86.5%	87.5%
	Nationwide Customer Survey Benefit claim procedures Total satisfaction results	The ratio of "Satisfied" and "Somewhat satisfied" responses in the questionnaire survey targeted at individual customers	95.2%	93.5%	93.1%
	The number of complaints	The number of complaints from customers	79,547	78,803	68,174
	Surrender and lapse rates	The ratio of the amount of surrenders and lapses against the sum insured of policies in force (individual insurance, individual annuity insurance)	4.66%	4.69%	4.53%
Corporate Citizenship and Environmental Activities	CO ₂ emissions	Amount of CO ₂ emissions by properties in which we have invested, properties which we operate, and public welfare properties	170,000t-CO ₂	153,000t-CO ₂	146,500t-CO₂
	Total paper usage	Total paper usage at all companies within the Group (in office equipment, pamphlets, insurance design documents, etc.)	9,954t	9,922t	9,849t
	Volunteer activity implementation affiliation share	The rate of participation in community contribution activities	73.7%	76.0%	94.0%
Promoting Health	Ratio of smokers	The ratio of company employees that smoke	Male: 36.0% Female: 29.5%	Male: 33.4% Female: 28.1%	Male: 33.0% Female: 27.9%
	Ratio of employees maintaining a desirable body weight	"The ratio of employees with a BMI* score of less than 25" *Body mass index: A measure of a person's body shaped based on their height and weight	Male: 68.0% Female: 79.0%	Male: 68.2% Female: 78.7%	Male: 69.7% Female: 78.2%
Employee Satisfaction and Diversity	Employee satisfaction survey results	The ratio of "Satisfied" and "Somewhat satisfied" responses in the questionnaire survey targeted at employees of our company	65.9%	69.4%	69.9%
	Monthly average overtime work (administrative personnel)	The number of overtime hours worked by administrative personnel	5.1 hours	5.0 hours	6.7 hours
	Female managerial position ratio	The proportion of women in management positions (regional managers and managers.)	17.3%	17.6%	18.2%
	Ratio of employees with disabilities	Figures from different fiscal years current as of June 1	2.02%	2.03%	2.06%
	Paid leave utilization ratio	Ratio of utilization against number of days granted in respective fiscal years	63.6%	67.7%	64.3%