

NTT DOCOMO 『docomo Wi-Fi for visitor』

The “docomo Wi-Fi” service is provided by NTT DOCOMO, INC. (NTT DOCOMO) mainly to domestic customers in Japan through about 150,000 hotspots. On the other hand, “docomo Wi-Fi for visitor” is a public Wi-Fi service that provides docomo Wi-Fi service especially to tourists in Japan at a relatively low price, and the ability to obtain a user ID and password online.

URL: <http://visitor.docomowifi.com/>

Fig: docomo Wi-Fi for visitor

docomo Wi-Fi for visitor

- ◆ A premium public Wi-Fi service that NTT DOCOMO is providing to visitors.
- ◆ Visitors can access the Wi-Fi service throughout Japan at 150,000 hotspots at a reasonable cost.
- ◆ To start simply enter account information received via e-mail at a docomo Wi-Fi hotspot.

Create an account on line

※Service plans can be purchased from home country, or anywhere in the world.



- Application /Plan fee
- ① Select your plan 1 or 3 weeks
 - ② Register your E-mail
 - ③ Pay by credit card

- Account Setup
- ID / password
 - SSID
 - Security key



"docomo Wi-Fi for visitor" application site
(PC and Smartphone)

<http://visitor.docomowifi.com/en/>

Access Internet through docomo Wi-Fi hotspots



It's simple. You can access the Internet for the number of days in your plan.
It's worry free. You have Internet access for a set price.

How to Use

- ① Find a docomo Wi-Fi hotspot.
- ② Select the SSID for “docomo Wi-Fi for visitor,” and enter the security key.
- ③ Enter your user ID and password on the web browser login screen.

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Currently, “docomo Wi-Fi for visitor” is drawing attention from various domestic companies due to the increasing number of tourists to Japan.

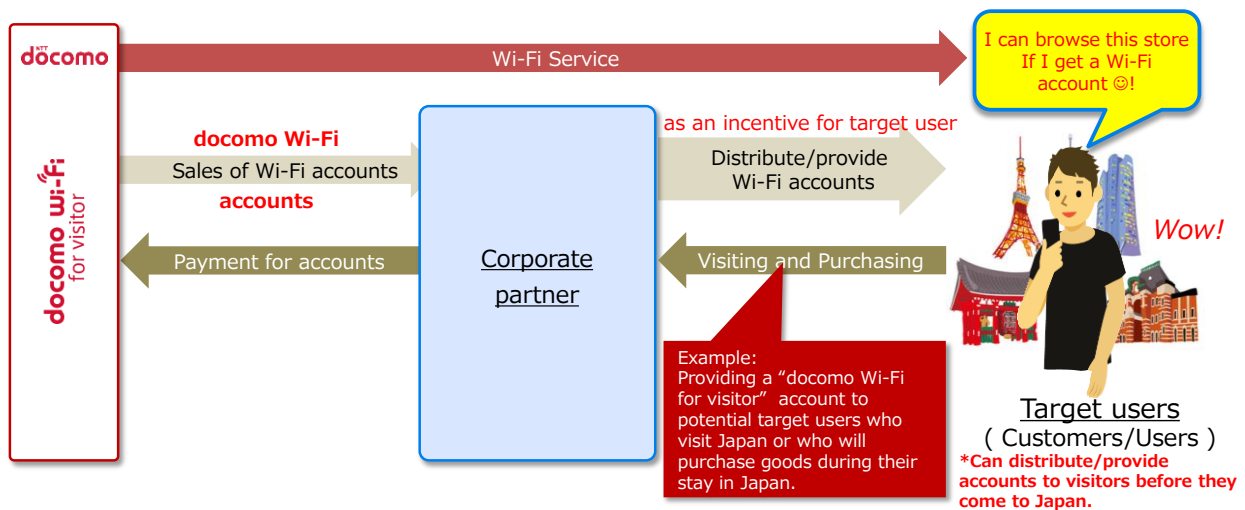
While expanding various business types including tourist business, companies and local governments in Japan are demanding secure highly reliable Wi-Fi service provided by operators to improve the additional value of in-house services and products.

NTT DOCOMO has been providing “docomo Wi-Fi for visitor” accounts to companies, and started the Business-to-Business-to-Consumer (B2B2C) business scheme in September 2015.

Fig: docomo Wi-Fi for visitor “B2B2C scheme”

New business model : B2B2C scheme

- ① Corporate partners **buy Wi-Fi accounts** issued by NTT DOCOMO.
- ② Depending on the number of accounts purchased, NTT DOCOMO **pays back commission to partners**.
- ③ Corporate partners **distribute/provide accounts to customers/users**.



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Based on this B2B2C business scheme, corporate partners can distribute and provide “docomo Wi-Fi for visitor” accounts issued by NTT DOCOMO so that they can bundle them with in-house products and sales promotion tools.

There are many corporate partners that have already started B2B2C business schemes and sales promotions. Several examples are given below.

Case 1: Travel agencies have seen improved contract rates compared to those for the same period last year by providing tour packages bundled with “docomo Wi-Fi for visitor” accounts.

Case 2: Application service providers for tourists have successfully increased the number of readers of e-mail magazines by providing “docomo Wi-Fi for visitor” accounts.

Case 3: Insurance companies have successfully improved the contract rates and customer

satisfaction level by providing travel insurance bundled with “docomo Wi-Fi for visitor” accounts for tourists from China.

Case 4: Airline companies have shown increased ticket sales in Japan, and “docomo Wi-Fi for visitor” accounts are contributing to the increase in sales from Asian countries.

Case 5: Apparel companies have provided “docomo Wi-Fi for visitor” accounts to customers from foreign countries that purchased a certain amount from a target shop. The “docomo Wi-Fi for visitor” accounts are a contributing factor in the increase in sales and heightened awareness of advertisements.

These are only a few instances. There are also several companies that have started business ventures using “docomo Wi-Fi for visitor” accounts. NTT DOCOMO has built a good strong reputation for ease of use and improving customer satisfaction from customers and corporate partners.

The B2B2C business schemes mentioned above are based on B2C schemes. As a trial service, NTT DOCOMO has provided “docomo Wi-Fi for visitor” as a B2C scheme since August 2014. There are two reasons why “docomo Wi-Fi for visitor” was initially started as a B2C scheme.

1. According to the latest surveys, the biggest complaint from tourists regarding travel in Japan is the unavailability of Internet access. More than 50% of tourists in Japan replied that they wanted to be able to use free Wi-Fi service more often.
2. On the other hand, from a survey by the Ministry of Internal Affairs and Communications, more than 85% of tourists in Japan recognize the growing threat from using free public Wi-Fi.

Although these facts indicate growing demand for free Wi-Fi service, construction and the spread of free Wi-Fi services have fallen short of the tourist demand. There is also a substantial need to improve the network security of free Wi-Fi services. Therefore, NTT DOCOMO launched “docomo Wi-Fi for visitor” to respond to the tourist needs.

The “docomo Wi-Fi for visitor” service provides three advantages.

First, through this service subscribers have access to a vast number of hotspots, about 150,000 throughout Japan. Although there are some other operators that provide a limited range of Wi-Fi services, through the “docomo Wi-Fi for visitor” service NTT DOCOMO provides Wi-Fi service evenly all over Japan. In addition, NTT DOCOMO adopted an easily recognizable character called “DOCOMO-DAKE” (In Japanese this means both “DOCOMO mushroom” and “Only from DOCOMO”) to help foreign visitors quickly find the hotspots.

Fig: DOCOMO-DAKE (DOCOMO mushroom)



Second, “docomo Wi-Fi for visitor” provides a multilingual call center that supports English, Chinese, Korean, and Japanese. Although some other operators only provide a multilingual website, NTT DOCOMO provides not only a website but also a call center for a more comprehensive approach to support users.

Third, NTT DOCOMO as the top mobile operator provide this Wi-Fi service with the highest level of network security and communications quality. In general, when it comes to Wi-Fi it is difficult to dispel the uneasiness about network security and communications quality. NTT DOCOMO believes that users trust the Wi-Fi service provided by a highly dependable mobile operator. In particular, NTT DOCOMO, as the top mobile operator, believes that it can provide the highest quality Wi-Fi service with the greatest coverage.

Other advantages of “docomo Wi-Fi for visitor” are that subscribers do not need anything but a smartphone. There is no need to rent a Wi-Fi router, which has the risk of running out of battery. Unlike many other providers that set limits for data traffic and charge additional costs, “docomo Wi-Fi for visitor” accounts have no data limit and no additional cost.

NTT DOCOMO will provide a limited number of original 1-day-free plans for the upcoming “World Wi-Fi Day”. Please enjoy the quality and availability of “docomo Wi-Fi for visitor”.