

# J.D. POWER

JD Power Japan Co., Ltd.

## Company Description

**J.D. Power is a global leader in consumer insights, advisory services and data and analytics.**

Those capabilities enable J.D. Power to help its clients drive customer satisfaction, growth and profitability. Established in 1968, J.D. Power is headquartered in Troy, Michigan, and has offices in Shanghai, Beijing, and Tokyo serving the Asia Pacific region. J.D. Power is a portfolio company of Thoma Bravo.

### Corporate Values

J.D. Power believes strongly in the importance of corporate values. The following set of shared values enhances our ability to motivate, empower, and enable our associates to create innovative products and services, delight our customers, and generate a fair return to our shareholders.

- **Voice of The Customer**: we support our associates as they strive to help businesses use “voice of the customer” information to improve their products and services.
- **Our Associates**: we understand the value that our associates provide for our clients and for the company. We strive to equip them with the tools that encourage communication, enthusiasm, and outstanding performance.
- **Integrity**: we ensure that quality and excellence form the foundation for everything our associates do. We expect that our associates demonstrate the highest level of professional behavior and ethics.
- **Client-Focused Agents of Change**: we encourage our associates to develop products and services that break new ground and address the latest industry and technological developments.
- **Encouragement of Innovation**: we encourage innovative thinking and value the ideas generated by our associates.
- **Speed and Flexibility**: we place a high priority on time and strive to deliver products and services when promised to both clients and other associates.

### Solutions

- **Industry Benchmarking Studies**  
Each year, we interact with millions of consumers to better understand their opinions, perceptions, and expectations about a variety of products and services in more than a dozen industries.
- **Proprietary Research**  
Designed to analyze, based on the specific problems and challenges of which your company is aware, the results of industry benchmarking studies and the survey of your customers in a comprehensive manner in order to clarify the problems and measures for achieving more concrete results in customer satisfaction improvement.
- **Mystery Shopping**  
On-site program designed to measure staff execution against the ideal sales and service process and best practices
- **Tracking Solutions**  
We survey the satisfaction of your customers on a regular basis and measure levels and changes in customer satisfaction per store, per region, etc.
- **Automotive Product Consulting**  
Integrate the Voice of the Customer into automotive strategic planning, product development, manufacturing, engineering, supply chain operations, launch and production, and sales and service
- **Automotive Retail Consulting**  
Our solutions provide clients with the insight and business tools to ensure that strategies, business practices, and performance improvement initiatives are aligned with customer expectations at the individual dealership and brand level.

### Industries

- **Automotive**  
Uncover how we address the needs of every facet of the automotive industry through all stages of the vehicle lifecycle—from product planning to loyalty and retention—to drive results for you.
- **Financial Services**  
J.D. Power combines voice of consumer data with a wealth of industry expertise to provide actionable market intelligence to the financial services industries to help you compete, protect and increase market share.
- **Insurance**  
Our insights and expertise help you improve the customer experience and turn your strategy into execution.

- **Telecommunications**

Our research solutions help clients improve customer satisfaction—ultimately leading to greater loyalty and profitability.

- **Travel**

J.D. Power's in-depth Travel & Hospitality benchmarking data is the quickest way to enhancing customer satisfaction and increasing brand loyalty and profitability.

- **Corporate Services**

J.D. Power conducts customer satisfaction studies for various B2B/corporate services.

## Company Details

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**Head Office**

United States

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**Main Business**

消費者のインサイト、アドバイザーサービス、データ分析

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**URL**

<https://japan.jdpower.com/>

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## Offices

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**Main Office**

MetroCity Kamiyacho 8F  
5-1-5 Toranomom, Minato-ku  
Tokyo, Japan, 1050001

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