



JPC celebrates 60th anniversary: Driving service-sector productivity with the Nihon Service Award and Japanese Customer Satisfaction Index

The Japan Productivity Center (JPC) celebrated its 60th anniversary on 1 March and held a commemorative symposium entitled The Future Direction of the Productivity Movement: a Decade from Now and a reception on the following day in Tokyo. At the symposium, JPC Vice Chair Prof. Hiroko Ota (representing academia) introduced three areas to be tackled, productivity enhancement, regional revitalization, and reform of working styles currently under discussion by the government for the third Japan Growth Strategy. JPC Vice Chair Yorihiko Kojima (employers) stressed the necessity for business to globalize further due to severe competition with emerging countries. JPC Vice Chair Yasunobu Aihara (labor unions) warned that the productivity movement could be trapped if we stop focusing on the human-centered approach in pursuit of a better society. Moderator Kazuhiko Toyama concluded that Japan must overcome supply-side restrictions, i.e., labor shortage, to sustain productivity growth.

Opening the 60th anniversary reception, Prime Minister Shinzo Abe announced the launch of the Nihon Service Award and stressed that it was time for a “service pro-

ductivity revolution” with three dimensions: innovation; respect; and global outlook. Promoting service-sector productivity growth would be significant in upgrading Japan’s economy as a whole. The JPC’s Service Productivity and Innovation for Growth (SPRING) arm will serve as the award secretariat. Applications will be accepted from July, and after multiple selections, some 30 awards in various categories will be conferred in April 2016. 🌀

Contributed by JPC International Cooperation Department Director and APO Liaison Officer for Japan Sayaka Harada.



Prime Minister Abe announcing the launch of the Nihon Service Award at the JPC’s 60th anniversary reception. Photo courtesy of JPC.