<table>
<thead>
<tr>
<th>著者（英）</th>
<th>Keisuke KAWASHIMA</th>
</tr>
</thead>
<tbody>
<tr>
<td>通信手段</td>
<td>Universal Service for Business Management</td>
</tr>
<tr>
<td>媒体</td>
<td>Communication Services in Corporate Business</td>
</tr>
<tr>
<td>出版物</td>
<td>Bulletin of Saitama Gakuen University. Faculty of Economics and Business</td>
</tr>
<tr>
<td>巻</td>
<td>13</td>
</tr>
<tr>
<td>冊</td>
<td>89-99</td>
</tr>
<tr>
<td>年</td>
<td>2013-12-01</td>
</tr>
<tr>
<td>URL</td>
<td><a href="http://id.nii.ac.jp/1354/00000316/">http://id.nii.ac.jp/1354/00000316/</a></td>
</tr>
</tbody>
</table>

Creative Commons: •UUID "ñ‰c—˜ - ‰ü•ϋ֎~ http://creativecommons.org/licenses/by-nc-nd/3.0/deed.ja
Universal Service for Business Management

Communication Services in Corporate Business

川嶋啓右
KAWASHIMA, Keisuke

Contents

1. Introduction
2. Aging Society - Japan, Taiwan and Korea
3. Universal Service - Universal Design of the Heart
4. Universal Service - Service Management
5. Communication Service with Corporate Business
6. Conclusion

Abstract

The universal service means that service to everyone; age or sex, handicapped or not, nationality. The mind of the universal service is indispensable in the business of the company and is the concept that we should adopt as part of business management.

In this study, I take up it about enlightenment of the universal service as customer service, and also discussed the need of the communication service to aging people and handicapped person in the corporate business.

1. Introduction

1-1 Social Background and Ends for Study

Cabinet Office announced that the result of “the public opinion poll about the person with a handicapped” in September, 2012. According to the result of answer was 89.2% of the whole feel that there are discrimination and the prejudice to a person with a handicapped. This figure increased to 6.3% from the last investigation (82.9%) in 2007.

Also, the people who felt that the facilities for people with a handicapped were still insufficient increased 10% than the last investigation in 42.8% of the whole.

The aging society gives a definition that an older population among the total population 65 years or older is beyond 7% in the society. Japan became the aging society in 1970, and the ratio became the super aged society beyond 21% in 2007. The society becomes such an aging society, however, as for the communication service with business activities of the company is not still matured for the society.

キーワード:
Key words : universal service, communication service, business management
For the communication service of the handicapped person and the aging society, it is necessary to improve the sponsoring service in the way of the corporate business. As to sponsoring service, the business management is to provide a human service for the purpose of customers/clients satisfaction.

The universal service means that service to everyone; age or sex, handicapped or not, nationality. The mind of the universal service is indispensable in the business of the company and is the concept that we should adopt as part of business management.

In this study, I take up it about enlightenment of the universal service as customer service, and also reported the need of the communication service to handicapped person and aging people in the corporate business.

In addition, this study proposed to make education of the universal service on the company. After the education with the universal service, they will understand for both handicapped person and aging people’s difficulty and then our society becomes much better.

1-2 Previous Studies for Universal Service

The universal service means that service to everyone regardless of age or sex, handicapped or not (having obstacle or not), nationality as mentioned.

As the previous studies for ‘universal study’, there are many fields such as Customer Satisfaction, Aging Society, Barrier-free, Normalization, Hospitality, Omotenashi, Marketing, Business Management, Human Society, Universal Design, Universal Society and Social Welfare and so on.

2. Aging Society – Japan, Taiwan and Korea

2-1 One of five is an Aged person in Japan

Japanese society stands on the cusp of change. The baby-boom generation of the postwar will reach retirement age, and the aging population of Japan accelerates rapidly with their generation.

The total population of Japan is 127,530,000 people as of September 15, 2012. The country’s over-65 population became 30,740,000 people (29,720,000 in 2011), and the aging rate among the total population became 24.1% (23.3% in 2011). In 2012, a ratio among the total population of the 65 years old is 24.1%, 0.8% increased from 23.3% in 2011, and this is a record-high in Japan.

For more information, over-70 population became 22,560,000 people of the 700,000 increase compared with the previous year, and over-80 population became 8,930,000 people in Japan.

[Table 1] Aging Society in Japan

<table>
<thead>
<tr>
<th>Year</th>
<th>Population aged Over-65</th>
</tr>
</thead>
<tbody>
<tr>
<td>1950</td>
<td>5% or less</td>
</tr>
<tr>
<td>1970</td>
<td>7% or over</td>
</tr>
<tr>
<td>1994</td>
<td>over 14%</td>
</tr>
<tr>
<td>2011</td>
<td>over 23%</td>
</tr>
<tr>
<td>2012</td>
<td>over 24%</td>
</tr>
</tbody>
</table>

Source: Japanese Ministry of Internal Affairs and Communications
As a future prediction, the aged person population of Japan surpasses 30 million people in 2015 and is anticipated 35 million people in 2025. Now in Japan, they got an ‘aged’ society and not an ‘aging’ society. It is expected that the aged person population of Japan increases continuously afterwards.

On the other hand, the global community goes to the aging like Japan, too. According to the United Nations, the global population of people over-60 today estimated at 600 million, and will approach 2 billion by the year 2050.

2.2 Aging Society in Taiwan and Korea

The total population of Taiwan is 23,225,000 people in 2010, and a current aging rate is now 11%. It is expected that it becomes in 14% in 2017, and 50% in 2051. Taiwan became the aging society from 1993, but this was 23 years late behind Japan.

Korean Statistical Information Service announced that the total population of Korea is 49,410,000 people in 2010, but is expected when it becomes 52,160,000 in 2030. However, it is estimated that their population in 2060 will be 43,960,000 people and it is a standard of 1992. The population growth rate in Korea will become -1.0% in 2060.

In Korea, over-65 aging population became 5,450,000 people in 2010 and the aging rate among the total population become about 11.0%. The figures increase steadily year by year. We mentioned above that the aging society gives a definition that an older population among the total population 65 years or older is beyond 7% in the society. In Korea, the ratio of the population reached 7.2%, and they entered the aging society in 2010.

It is expected that this ratio will become 14.3% in 2018, and Korea entered the aging society in future. Furthermore, it will be 20.8% in 2026, and ‘super aged’ society contains it from the ‘aging’ society same as Japan. This means that it is necessary to improve the sponsoring service for the aging and also aged society same as Japan.

Table 2: Aging Society in Korea

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Population of Over-65 (census, in thousands)</th>
<th>The Ratio of Over-65 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>1,456</td>
<td>3.8%</td>
</tr>
<tr>
<td>1990</td>
<td>2,195</td>
<td>5.1%</td>
</tr>
<tr>
<td>2000</td>
<td>3,395</td>
<td>7.2%</td>
</tr>
<tr>
<td>2010</td>
<td>5,357</td>
<td>11.0%</td>
</tr>
<tr>
<td>2020</td>
<td>7,701</td>
<td>15.6%</td>
</tr>
<tr>
<td>2030</td>
<td>11,811</td>
<td>24.3%</td>
</tr>
</tbody>
</table>

Source: Korean Statistical Information Service

3. Universal Service - Universal Design of the Heart

3-1 The way of the Universal Society

Universal society means that there is anyone concerning the society where it is easy to live in which can participate. With the universal society, all people can participate as a social member regardless of age, sex, having obstacle or not, difference in culture, and show enough personality and their ability, and can be active and can live in peace; is decided the social.

3-2 Barrier-free and Normalization

I would like to explain Barrier-free,
Normalization and Universal Design before explaining about the Universal Service.

The ‘Barrier-free’ means that we remove a physical obstacle and a mental wall to become the hindrance of the life when an aged and/or a handicapped person participate in the social life.

On the other hand, the ‘Normalization’ is a thought that the society where an aged and a handicapped person live in with the people such as physically unimpaired people is normal. It is to be easing the inconvenience by barrier-free.

3-3 Universal Design and Universal Society

Universal Design emerged from Barrier-free concepts. It refers to broad-spectrum ideas for every our environments that are inherently accessible to both people without disabilities and people with disabilities.

The term ‘universal design’ was proposed by the architect Ronald L. Mace of North Carolina State University in 1985. He describes the concept of designing all products and the built environment to be aesthetic and usable to the greatest extent possible by everyone, regardless of age, ability, or status in life. Actually, it was the work of Selwyn Goldsmith, author of Designing for the Disabled (1963), who pioneered the concept of free access for disabled people. His most significant achievement was the creation of the dropped curb, now a standard feature of the built environment.

The Center for Universal Design at North Carolina State University expounds the following principles;

- The Principles of Universal Design
  1. Equitable use
  2. Flexibility in use
  3. Simple and intuitive
  4. Perceptible information
  5. Tolerance for error
  6. Low physical effort
  7. Size and space for approach and use

On the other hand, the Universal Society means that it is easy to live in which can participate; anyone who can participate regardless of age, sex, nationality, and handicapped or not, difference in culture… who can be active and live in peace.

3-4 Universal Service

The universal service is a concept about every service not to mention business management. The universal service means service to everyone regardless of age or sex, having obstacle or not. This service could be covered by a domain of the software (human ability for correspondence and communication power) in the concept of the universal design. It is the service for all people, and the universal design of the heart.

Universal service is the service that anyone can practice if there are consciousness and knowledge, and it may be feeling warm with communication services for both of the company side and sides of the customer. Also it is a service to practice for ‘warm attention’ on having understood the viewpoint of the
customer. The management with such as hospitality is required in the business society.

The warm attention of universal service ties a person and a person, and this gentle attention for the customers makes their purchasing will in the market. Particularly, in expected aged society, the service that is kind to an aged person has added value and will promote the purchasing effect.

The universal service gives feeling warm with communication for both side of customer and company. The communication gives warm and gentle attention for the customer.

4. **Universal Service - Service Management**

4-1 Service Management

Service management is integrated into supply chain management as the intersection between the actual sales and the customer.

![Diagram of Universal Design of the Heart ⇒ Universal Service](image1)

- covered by domain of the software in the concept of universal design
- human ability for correspondence and communication power

![Diagram of Anyone can practice](image2)

Anyone can practice

- consciousness and knowledge

![Diagram of Warm Attention](image3)

Warm Attention to the customer as Universal Service

Ties a Person (customer) and Person (company)

Hospitality service leads to
Purchasing Power Reinforcement!

![Diagram of Figure 2 Warm Attention](image4)
And then, management means that it is the control and organizing of a business or other organization and also is the way people control different parts of their lives.

Then, I have a suggestion for universal service as a service management in the corporate business.

4-2 CSR and Universal Service

Our society is going to become the super-aged society and it necessary for us to argue as an acute problem of economics and politics, but the knowledge of business management is very important at the same time in the aging society and person who has a handicapped. Especially, the rapid aging is behind with appropriate correspondence in every aspect, and correspondence is late for the business management equally.

CSR is Corporate Social Responsibility which includes (1) Compliance, (2) Preserve the Environment, and (3) Contribute for the Local. And it is required that the company adds (4)'Universal Service' as corporate social responsibility.

The service is related to all types of

![Figure 3] CSR and Universal Service

Usual Corporate Social Responsibility:
(1) Compliance
(2) Preserve the Environment
(3) Contribute for the Local
... and
(4) Universal Service

![Figure 4] Service Management and Universal Service

Service Management

System + Efficiency Administration

Universal Service

Human + Satisfaction of the Customer
↓
Communication with the Customer
industry. Therefore, human service of the business management, the universal service as a service management of corporation is important for the aged society and person who has a handicapped.

However, the service grows the cost of management resources, and it becomes the point of service management how we can keep rationality in the corporate organization.

4-3 Universal Service for Small and Medium-sized Businesses

The service management is system intention aiming at efficiency administration, but the universal service is human intention for the purpose of satisfaction of customer *.

* satisfaction of customer

Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation.

There are 1) safety, 2) simpleness, 3) low cost, and 4) convenience as the service management. In addition, 5) communication with the customer for the universal service of small and medium-sized businesses. The last of 5) communication includes warm attention (kizukai in Japanese) and careful thought (hairyo in Japanese) against the people as universal service which means service to everyone. [see 3-3 Universal Service]

The universal service, the practice of the service management, becomes differentiation with another company, up of the customer satisfaction and the corporate image improvement; and it leads to pulling power reinforcement.

5. Communication Service with Corporate Business

5-1 Communication Service as the Universal Service

The universal service gives feeling warm with communication for both side of customer and company. The communication gives warm and gentle attention for the customer. There are a lot of terms about communication service and “omotenashi” service in Japanese, and their terms show the universal service with the heart in Japan.

The followings are some communication terms and words as universal service in Japanese;

<table>
<thead>
<tr>
<th>Table 3</th>
<th>Communication Terms as Universal Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>in Japanese</td>
<td>Means</td>
</tr>
<tr>
<td>1 hairyo</td>
<td>Careful thought service</td>
</tr>
<tr>
<td>2 kikubari</td>
<td>Careful attention service</td>
</tr>
<tr>
<td>3 kizukai</td>
<td>Consideration service</td>
</tr>
<tr>
<td>4 kizuki</td>
<td>Warm/Heart attention service</td>
</tr>
<tr>
<td>5 kokorokubari</td>
<td>Mindful service</td>
</tr>
<tr>
<td>6 omotenashi</td>
<td>Refined hospitality service</td>
</tr>
<tr>
<td>7 setsugu</td>
<td>Service care</td>
</tr>
</tbody>
</table>

Service Care with Kokorokubari and Omotenashi

In case of Japanese airlines, they make a “kokorokubari” with music. It is a heartwarming service as a universal service.

Landing at airport, they broadcast private video with brand music in the airplane, and then it makes passengers calm down when they are in a busy plane restless. This music
service of the airline is very popular, and there are many voices of the customer to want to step flight on the same airline once again. This is an another hospitality service with "omotenashi"

Music Service (title of broadcast)
Japan Air Lines: I'll be there with you, Wing of Tomorrow
All Nippon Airways: Another Sky

5-2 Low Cost and High Quality
In order to enhance earnings in a consistent way, it is necessary to monitor the state of operations and to implement continuous improvements. The Japanese word for “improvement” is kaizen, and the philosophy of implementing continuous improvement has become known as the kaizen system, or as kaizenning. The concept has been already gained worldwide attention. Masaaki Imai defines the term to mean “gradual, unending improvement; doing ‘little things’ better; setting — and achieving — every higher standards” (Kaizen, McGraw-Hill Publishing).

Business concerns are moving to implement this kind of improvement through operational and organizational reform: specifically, by improving productivity, efficiency, and quality not only in production processes but through their entire range of business operations. In order to enhance profitability, businesses need to implement efficiency-based earnings management.

・Low Cost High Quality
Accordingly, businesses will need to focus on a “Low Cost and High Quality” approach. Profit-based management focused on low-cost and high-quality is essential not only for general management but also in the area of financial management.

Business management is also under pressure to achieve operational speed and operational precision. The applicable concept here is “Maximum Benefit in the Minimum Time.” This concept adds the idea of time value into the “low cost, high quality” equation, and stresses the idea of the pursuit of “benefit.” Then, communication service for universal service is low cost and high quality.

・CAMELS Management System
Another conceptual approach that must be

<table>
<thead>
<tr>
<th>Table 4</th>
<th>Notation of Syllabary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hiragana Letters</td>
<td>Hangul Alphabets</td>
</tr>
<tr>
<td>1</td>
<td>hairyo 配慮</td>
</tr>
<tr>
<td>2</td>
<td>kikubari 気配り</td>
</tr>
<tr>
<td>3</td>
<td>kizukai 気遣い</td>
</tr>
<tr>
<td>4</td>
<td>kiiizuki 気づき</td>
</tr>
<tr>
<td>5</td>
<td>kokorokubari 心配り</td>
</tr>
<tr>
<td>6</td>
<td>omotenashi おもてなし</td>
</tr>
<tr>
<td>7</td>
<td>setsugu接遇</td>
</tr>
</tbody>
</table>
Universal Service for the Business Management

Implemented is known by the acronym “CAMEL”: Capital, Assets, Management, Equity (Earnings), and Liquidity (Liabilities). Adequate risk control in relation to each of these items is essential for sound financial management. The Japanese Ministry of Finance specifically looks at each one of these five items when investigating banks. In addition, we want to have “S” for Service.

As business management is forced to place every greater emphasis on profits, the CAMEL “S” approach will serve as an important check function from the financial-management side. This will help lead to a low-cost high-quality result with secure profit levels.

5-3 Qualification for Universal Service

・Service Care Attendant

Japan Consulting Institute for the Betterment of Retail Business (since 1952, Ginza in Tokyo) founded the qualification regard to universal service called ‘Service Care Attendant’ in 2002, and since then they enlighten the universal service in many aspect. This association gets the authorization of Ministry of Economy, Trade and Industry as a corporate judicial person.

The licensee of Service Care Attendant is 5,009 people in total as of March 31, 2011. For this qualification, in recently, most take an entrance examination for it from financial institutions (for small and medium-sized businesses) and retail business relations. In addition, because this qualifying exam is not an examination to drop it, then the pass rate is high with approximately 95%.

<table>
<thead>
<tr>
<th>Year</th>
<th>Applicant</th>
<th>Licensee</th>
<th>Pass</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>29</td>
<td>20</td>
<td>69.0%</td>
</tr>
<tr>
<td>2005</td>
<td>329</td>
<td>310</td>
<td>94.2%</td>
</tr>
<tr>
<td>2009</td>
<td>559</td>
<td>544</td>
<td>97.3%</td>
</tr>
<tr>
<td>2010</td>
<td>566</td>
<td>542</td>
<td>95.8%</td>
</tr>
<tr>
<td>2011</td>
<td>851</td>
<td>823</td>
<td>96.7%</td>
</tr>
</tbody>
</table>

Source: Japan Consulting Institute for the Betterment of Retail Business in 2011

The class curricula of the qualification are as follows:

① the first day: theory
(1) normalization and universal service
(2) technique of the care service
(3) understanding to an aged person
(4) understanding to a hearing handicapped person
(5) knowledge of the guide dog

② the second day: practice and exam
(1) operation of the wheelchair
(2) how to guide help
(3) group discussion
(4) examination

6. Conclusion

The universal service means that service to everyone; age or sex, handicapped or not, nationality. The mind of the universal service is indispensable in the business of the company and is the concept that we should adopt as part of business management.

・Need the Education for Universal Service

The service is related to all type of industry, and then the service to an aged person leads to the service to the people of all generations.
That is why, for this reason, it is necessary for us to learn the universal service as the small and medium-sized businesses.

It becomes necessary to give the education about the service for an employee and the manager as the service problem measures. It is thought whether the qualification about the service is effective for their education, and the learning of the qualification is effective in raising consciousness and the knowledge of the employee. It may be feeling warm with communication services for both of the company side and sides of the customer.

If the education of the universal service spreads through the world literally, our society becomes much better in the future.

References
1) Annual Report on the Aging Society, Cabinet Office 2010, Japan
2) Korean Statistical Information Service 2011, Korea
3) Lectures on Universal Service, Japan Consulting Institute for the Betterment of Retail Business 2011, Ginza, Tokyo