

Responsibility to the Customers

We not only provide high-quality and reliable products to customers but also value the communication with customers as a trusted manufacturer.

Through Reliability and Delight of the Products Delivered to Customers

Casio is making efforts on product development and services to meet customer expectations and to bring “delight” more than “satisfaction” to them. Always asking ourselves “what do they need?”, “what do they want?”, and “what products will make their lives more convenient?”, we are unceasingly striving to create products that realize the customers’ needs. “Casio quality” guarantees that the customers’ needs are surely realized in our products. We are making every effort to provide customers with easy-to-use, durable and high-quality products.



■ Casio Promotion Committee for Group-wide Quality Enhancement

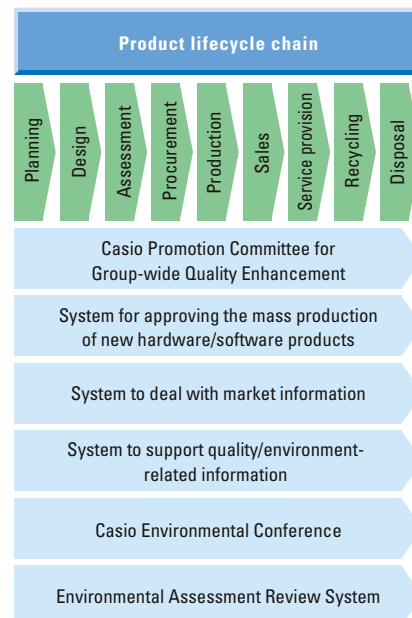
Quality assurance activities focusing on reliability

To ensure the quality of our products, we set various in-house standards for each of our business processes, including those for product planning, design, assessment, procurement of materials, production, sales, service provision, and product recycling and disposal. We operate the system to fully comply with the standards to improve our quality.

■ Casio quality



■ Process and management systems for product development



To Provide Reliable Products to Customers

To provide the purchasers of our products with a service that ensures reliable and comfortable use, we have established full-fledged after-sales service including repair and arrangement of consumables to quickly respond to possible problems with the products.

Mission of our service division

Quick response

To send a product back to the customer as soon as possible, we are making efforts to improve our business activities concerning procurement of parts, repair system, and repair skills, with the aim of reducing repair time.

Reliable skills

To live up to the expectations of customers by providing sufficient repair quality, we are striving to improve our repair skills.

More inexpensively

To reduce repair costs, to lessen the financial burden on customers, and to bring the repair costs to the level that customers want, we are devising ways to conduct repairs effectively.

Valuing Communication with Customers

Casio values communication with customers. This is because we hope that customers trust Casio as a maker and use our products for a long time.

Activities of our customer service center

At the customer center, we observe the following basic rules when receiving customers’ comments, requests and questions, to respond to them fully considering the intention of the customers.

- Quick, appropriate and polite response
- To take customers’ words seriously and to appropriately understand the facts
- Strive to find a solution from the viewpoint of customers
- Reflect customers’ voices for improvement

To this end, while appointing qualified persons to the right positions, we are striving to improve our communication and technical skills. Also, we are always encouraged by customers’ words of gratitude in the course of our daily business activities.

Customer satisfaction research activities

In order to reflect customers’ voices in our next products, we conduct regular assessment of customer satisfaction with Casio products, researching not only their responses on product function, performance and design, but also on usability and the service for respective products.

Casio always hopes to nurture products with customers.



■ Contact point for communication with customers: Customer service center