

# Our Efforts on Quality Assurance

Casio targets to be a trusted maker by offering safe products and services.

## Quality as Viewed by Casio

To offer products and services that please and impress customers, it is necessary to create products that can win the solid approval of customers in all areas, including reliability, durability, safety, serviceability, as well as consideration for the environment and compliance with laws and regulations, not to mention functions, designs and prices.

At Casio, we view all of these factors that affect the evaluation of our products to be "quality." We have made group-wide efforts to improve quality, based on our Quality Concept and Quality Management Policies. In 1996, Casio started its "Delight Our Customers" program to ensure that all employees of the Casio Group become thoroughly familiar with Casio's philosophy about products and services. The program is used to raise employees' awareness.

### Quality as Viewed by Casio



### Quality Concept

Casio builds a strong quality system, based on its belief in "Quality First" (Quality is top priority) with which the company offers product and service that please and impress our customers and which requires all employees to place quality at the base of every task that they perform. By doing so, the company supports its corporate growth and makes social contribution while at the same time winning customers' trust and giving them ease of mind.

### Quality Management Policies

- We create a good corporate image by offering products and services that please and impress our customers, and by gaining their strong trust and giving them ease of mind.
- We respond to our customers' requests and inquiries with sincerity and speed, and reflect their important comments on our products and services.
- In all our business processes, we base our action on the Principle of Five Gens <genba (on site), genbutsu (actual goods), genjitsu (reality), genri (theory) and gensoku (rule) in Japanese> and adhere to the basics of business operations.
- We capture and analyze quality assurance activities quantitatively, using reliable data, and use the analysis to make continuous improvements. We also construct a quality information system that enables the sharing of the quality information and prevention of problems before they occur, and prevents recurrence of quality problems.

## Quality Assurance System

Casio constructs a quality assurance sys-

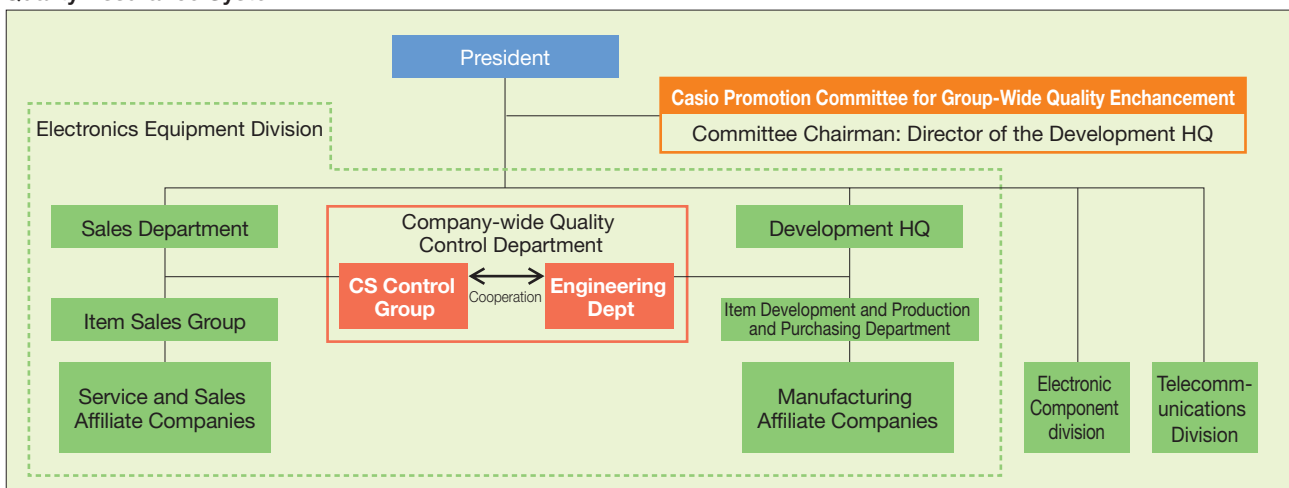
tem and strives to make Group-wide efforts to improve quality.

Casio Promotion Committee for Group-wide Quality Enhancement, which is the highest-level quality assurance organization, meets semiannually by convening the division heads from the Electronics Equipment Division (Consumer, Watch and System departments), the Electronic Component Division and the Communications Division, as well as quality managers of manufacturing and service affiliate companies. Resolutions are made at these meetings on company policies on quality and action on priority tasks. The resolutions of these meetings are communicated to individual departments and reflected on specific quality assurance activities within the departments.

In 2004, the CS Control Group was created within the Sales Department of the Electronics Equipment Division to improve consumer services. The CS Control Group has been conducting activities to ensure quality in product development in cooperation with the Engineering Dept within the Department HQ in an effort to further improve quality and services.

Moreover, a person responsible for quality assurance is appointed in the Development Department for each item and business to look after product specifications, software, mounting, outer packaging, circuits, devices and manufacturing. In addition, the quality assurance persons report to the quality manager who oversees the entire work to ensure product quality.

### Quality Assurance System



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## Quality Management System

Casio has constructed a quality control system that is based on the quality management system ISO9001.

Casio strives to improve quality by applying PDCA at all points along the process chain, starting with the product planning stage and moving to design, evaluation, purchase, production, sale and services.

### List of ISO9001 Certified Groups (Excerpt)

Classification	Certified and Registered Sites	Initial Version Registration Date
Development HQ	Casio Computer Co., Ltd. Information Technology System Unit	June 25, 1999
	Kofu Casio Co., Ltd.	August 1, 1994
Domestic Production Sites / Services	Casio Electronic Manufacturing Co., Ltd.	August 5, 1994
	Yamagata Casio Co., Ltd.	December 16, 1994
	Kochi Casio Co., Ltd.	January 12, 1996
	Casio Micronics Co., Ltd.	March 29, 1996
Overseas Production Sites	Casio Korea Co., Ltd.	September 15, 1994
	Jin Shui Keng Casio Electronics Factory	July 29, 1998
	Casio Electronic (Zhongshan) Co., Ltd.	September 1, 1999
	Casio Electronics (Zhuhai) Co., Ltd.	October 19, 1999
	Casio (Thailand) Co., Ltd.	October 24, 2000

## New Product Shipment Start Approval System

When a new product shipment is about to start, the quality assurance persons responsible for planning, design, evaluation and production and their quality control supervisor verify each process, which is followed by objective checks (confirmation by the general manager of the Development division and the Engineering department manager). It is only then that a decision is made to ship the new product.

## Post-sale Trouble Response System

In the event that a trouble, claim or a quality problem occurs following a sale, a different information route is established for the type and the level of the problem. This mechanism is constructed to ensure that the necessary information is communicated promptly to the departments and supervisors who can determine the appropriate action in a speedy manner. In addition, Casio has a mechanism that enables persons responsible and other involved individuals

to check on the progress of the problem that erupts on a Web site, a mechanism for discussing and deciding countermeasures, including notification, and another mechanism that clearly reports and announces measures to prevent recurrence of the problem. With these mechanisms in place, Casio responds promptly and precisely to problems that occur.

## Quality Information Assistance System

Casio quantitatively analyzes market and production statuses using reliable data and furnishes the results to quality professionals. In addition, the company runs a quality Web site, utilizes its internal network so as to ensure that all employees are thoroughly informed of laws and regulations, as well as Casio's internal specifications and rules. With these measures, Casio supports quality activities.

## Efforts to Ensure Product Safety

To supply customers with products that they can use without worries, it is important that we make our utmost efforts to ensure product safety.

Safety Specification is included among Casio's product specifications. In addition, the Product Safety Responsibility System has been built to evaluate product safety at every process and for every product to ensure that all products are safe.

Specialized organizations to ensure safety include the Casio Promotion Committee for Group-Wide Quality Enhancement, under which are permanent committees to ensure compliance with the Electrical Safety Code and the EMC specifications. Dedicated staff provides technical guidance and operational support from these committees. In addition, extraordinary committee meetings are held as necessary to establish rules and exchange information. Thanks to these activities, Casio is able to comply with safety laws and regulations.

## Status of Quality Assurance Activities

Accomplishments relating to priority tasks

in Casio's quality assurance activities in fiscal 2004 were as follows:

### (1) Promotion of Efforts to Improve Customer Satisfaction Levels

We make efforts to improve customer satisfaction by utilizing a mechanism that builds a data base of customers' voices and feeds back these voices to development and design departments so that customers' opinions are reflected in new product improvements.

### (2) Implementation of Post-sale Failure Prevention Measures

In addition to strengthening safety design verification that is performed when shipment of a new product is approved, we re-examined the communication channels used in the event that a failure does occur. We built a mechanism for notifying all customers by creating a rule for notification on a Web site in the event a defect that has the potential for becoming a failure is discovered.

### (3) Quality Loss Reduction Activities

We improved designs and mechanisms by clearly determining the subjects of focused action on a business item by business item basis, using quality loss as the impact indicator, and by taking proper countermeasures. As a result, quality loss was reduced.

## Customer Service Improvement

The Service Department, which is responsible for repairs, strives to satisfy customers by taking the following action on each of the three themes, namely, Prompt Response, Dependable Technology, and Optimum Charges that Satisfy Customers:

### ● Prompt Response

We are taking steps to improve our operations by focusing our attention on part procurement, repair work, and repair technology so as to shorten the repair time and return repaired products back to our customers as quickly as possible. In Japan, we aim to be the electrical appliance maker with the shortest repair time. In overseas markets too, we are targeting to shorten our repair time to be in line with the Japanese levels.

### ● Trustworthy Technology

We make strenuous efforts to improve our repair technology so as to respond to the

trust of our customers and realize the kind of repair quality that is satisfying to our customers. In addition, we strive to improve quality by feeding back information from our repair floor to the Development HQ and the Manufacturing Department.

### ● Optimum Charges that Satisfy Customers

We work hard to reduce burdens on our customers by controlling our repair cost through improvement of repair methods and realizing repair charges that customers can accept. Repair method improvements are important measures as they can be expected to also reduce the parts discards that result from repair work. In fiscal 2004, especially big improvements were made in the repairs of cell phones and digital cameras.

## Activities of Casio Customer Support Center

Communication with our customers is important for Casio as we hope to be trusted by and have long-lasting relationship with them. Casio's Customer Support Center is the contact point for customers, where their opinions, requests and questions are received.



Customer Service Center

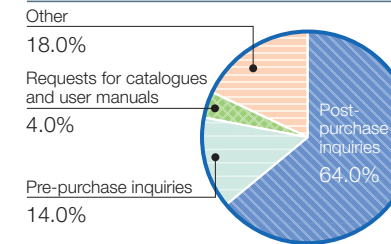
The Customer Support Center comes under the CS Control Group that was created in March 2004 with a goal of improving CS (customer satisfaction) all across Development, Manufacturing, Service and Sales departments. The Center strives to deliver satisfaction and happiness to our customers by ensuring that all employees heed the following four points when receiving opinions from customers:

- Prompt, accurate and polite response
- Acceptance of customer's remarks with sincerity and accurate understanding of facts

- Efforts to tie the viewpoint of customers to a solution
- Reflection of a customer voice on improvements

Inside the Customer Service Center is the Overseas Customer Support Center, where we are working to create a system that permits us to establish sound communication with our overseas customers too. We hope to bring voices from all around the world and tie them to Casio's business improvement.

## Contents of Inquiries and Their Percentages



## Customer Satisfaction Surveys

Casio periodically conducts customer satisfaction surveys to find our customers' opinions regarding not only product functions, performance and designs but also their ease of use and service responses on a product by product basis, and reflect their voices on future products.

The Design Center, which is responsible for

## Universal Design Activities

all Casio product designs, positioned universal design activities as a priority theme in product design, starting in 2003, and began to make serious efforts. The center develops designs by using practical techniques, extracting points to be improved, based on user tests, and by making proposals for specific solutions.

In fiscal 2004, points for improvements were extracted in connection with the safety and ease of use of specific products that are used frequently by customers in a widely ranging age group, spanning from children to senior citizens. The examination was made from both the hardware and software viewpoints.

Looking ahead, we will press forward with the construction of a mechanism that feeds back the opinions obtained in user tests to universal design product development, and promote the establishment of Casio Universal Design Guidelines so that the work will spread to the entire Casio Group.



Proprietary Symbol Mark (UD Mark) on a Catalogue

## Flow of Casio's Universal Design Activities



## An Example of an Improvement that Reflected the Results of a Customer Satisfaction Survey



Glossy desktop calculators that use surface panels with a coating finish