

Responsibilities to Customers

Customer Satisfaction and Quality Assurance

Casio is striving to improve the quality of its products and services, in order to increase the satisfaction and confidence of customers.

Activities of the Casio Customer Support Center

Communication is an important way for Casio to create long-lasting relationships of trust with customers. Casio's Customer Support Center is the contact point for customers to submit their opinions, requests and questions. Staff at the Center carefully listen to each caller, and always strive to put the following three objectives into practice.

- Confidently explaining Casio products to customers before purchase
- Sincerely responding to customer questions or concerns after purchase
- Earning the confidence of customers through attentive communication

Training is the key to ensuring that support center staff are effective, and the skills of each call taker are checked regularly so improvements can be made. Moreover, all the staff are given time to do their own research so they can stay thoroughly informed about all the convenient functions of Casio products.

The Customer Support Center also operates an Overseas Customer Support Center. This center cooperates with the customer support centers at Casio's overseas sales companies. The Overseas Customer Support Center is carrying out various activities to foster good relationships of trust with overseas users of Casio products as well.



Customer Support Center

Another important mission of the Customer Support Center is to faithfully relay customer comments to the proper internal departments as feedback. Customer opinions are never ignored, and Casio is working to build mechanisms for the full-scale internal application of such feedback. A page on Casio's intranet features customer comments not only from Japan but also around the world, in order to encourage constant improvement worldwide.

Going forward, Casio will continue to work to improve its response to customers group-wide by upgrading the skills of support center staff. Nothing short of the highest level of customer service should be offered each and every day.



"Customer Comments" intranet page

Customer Satisfaction Surveys

Casio periodically conducts customer satisfaction surveys to identify customer opinions on a product-by-product basis. The surveys relate not just to product function, performance, and design, but also to ease of use and customer service. The results are then reflected in the creation of future products.

Example of digital camera improvements based on customer comments

Customer Comments



EX-V7

★ I need a very portable, slim and compact camera with a powerful zoom.

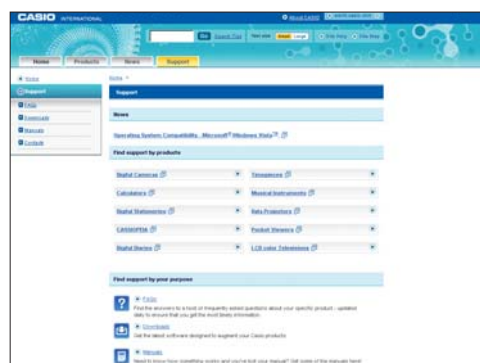
- Optical 7x high-magnification zoom lens

★ I want to take good photos even in dark places or when the subject is moving.

- CCD shift anti-shake mechanism
- Anti-Shake DSP to reduce blur, using high-sensitivity settings
- Automatic sensitivity adjustment by analyzing the subject's movement
- Auto-tracking AF that follows the subject's movement

Providing Support Information

Casio's Support website offers easy-to-understand information on operation and repair, helping customers to use their Casio products with confidence. Casio strives to resolve any customer issues online by making information available in various local languages.



International Support website



List of URLs for local Support websites

Casio's Commitment to Quality

Quality Concept

Casio maintains a strong quality assurance system, based on its belief in "Quality First." This system requires all employees to make quality their first concern in every task they perform, enabling the company to offer products and services that please and impress customers. The company's commitment to quality supports its corporate growth and makes social contributions possible, while at the same time winning customers' trust and giving them peace of mind.

Quality Management Policies

- To build a good corporate image, we offer products and services that please and impress our customers, gain their strong trust, and ensure their peace 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 actions on the Principle of the Five "Gens"—in Japanese, *genba* (on site), *genbutsu* (actual goods), *genjitsu* (reality), *genri* (theory) and *gensoku* (rule)—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 maintain 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.

To offer goods and services that please and impress customers, it is necessary to create products that can win their solid approval in all areas. In addition to function, design and price, these areas include reliability, durability, serviceability, environmental soundness, and compliance with relevant laws and regulations.



Service System Earns Customer Confidence

Casio's service departments, which are responsible for product repairs, strive to satisfy customers by providing service that fulfills three commitments: prompt and proper response, dependable technology, and reasonable fees that meet with customer approval.

● Prompt and proper response

Casio's service departments are taking steps to improve operations by focusing on part procurement, the repair system, repair technology, and repair consultation so as to shorten repair time and return repaired products to customers as quickly as possible. In Japan, Casio aims to be the electronics manufacturer with the shortest repair time. In other markets too, Casio is striving to shorten repair times to match levels in Japan. Moreover, Casio has repair locations for system equipment across Japan, enabling prompt dispatch of repair technicians to client sites.

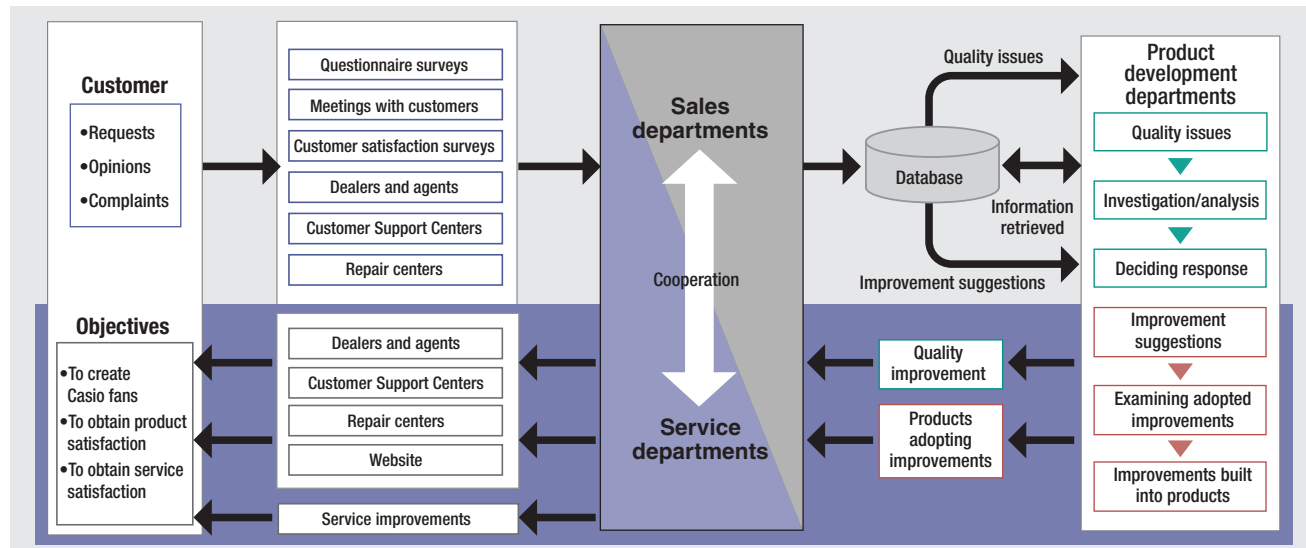
● Dependable technology

Casio's service departments are working to improve their repair technology, product knowledge, and customer service skills in order to maintain customer confidence and realize the kind of repair quality that customers expect. In addition, Casio is striving to improve product quality by sending customer comments from the repair sites as feedback to the product development and manufacturing departments.

● Reasonable fees that meet with customer approval

Casio works hard to reduce any unnecessary burden on customers by controlling repair costs. This is done through improvement of repair methods, such as the use of recycled parts, and setting repair fees that customers feel are fair. Part recycling is important because it helps to reduce discarded parts during repair work, and to control inventory. Since fiscal 2007, this recycling has had a substantial positive effect.

How customer comments are utilized for products and services



Customer Satisfaction and Quality Assurance

Quality Assurance System

Casio has constructed a quality assurance system and constantly strives to improve quality across the group.

The Casio Promotion Committee for Groupwide Quality Enhancement is Casio's highest quality assurance authority. It meets semiannually by convening the heads from the Electronics business segment (consumer, timepiece and system equipment categories), the Electronic Components segment and the communications business, as well as quality managers of manufacturing and service affiliate companies. Decisions are made at these meetings on company policies and important issues relating to quality. The resolutions are then communicated to individual departments and reflected in specific quality assurance activities within the departments.

In 2004, the CS Control Group was created within the Sales Department of the Electronics Equipment business to improve consumer services. Since then, the CS Control Group has been conducting activities to ensure quality in product development in cooperation with the Engineering Department (within the Product Development HQ) in an effort to further improve quality and services.



Promotion Committee for Groupwide Quality Enhancement

Quality Management System

Casio continuously implements the plan-do-check-act (PDCA) cycle throughout its process chain from product planning, design, and evaluation, to purchasing, manufacturing, sales, and service. Casio's thorough implementation of the PDCA cycle ensures that quality constantly improves.

The following are the major initiatives of Casio's quality management system.

■ New Product Shipment Start Approval System

Before starting shipment of a new product, the quality assurance persons responsible for each development process, with their business control supervisor, reconfirm each process involved. This is followed by objective verifications by the senior general manager of the Product Development Headquarters, and the general manager of the Engineering Department. Only then is a decision made to ship the new product.

■ Post-sale Problem Response System

In the event that an accident or quality problem occurs after a product sale, an information channel is established according to the type and level of the problem. This mechanism ensures that the necessary information is communicated promptly. In addition, Casio has mechanisms that enable the individuals involved to share information on the status of problem resolution, to discuss and decide countermeasures including notification, and to clearly report and announce measures to prevent recurrence of the problem. Casio is able to respond promptly and accurately to any problem that may occur.

Efforts to Ensure Product Safety

Casio makes every effort to ensure product safety so that customers can always use Casio products with peace of mind.

Casio strives to secure product safety in each process including development, design, parts, manufacturing, operating manuals, and repairs. The company examines ways to increase safety, while carrying out precautionary measures and activities to prevent problem reoccurrence.

Casio collects and analyzes incident information, in accordance with the spirit and the aims of the revised Consumer Product Safety Law, which went into force in Japan on May 14, 2007. With the goal of placing customer safety first in the event of any mishap, it strives to disclose accident information in order to prevent any further damage, as well as recalling products and making repairs.

Casio will continue to inspect its current information gathering, notification, and disclosure systems, while strengthening its product safety initiatives, all with a clear awareness of the company's social responsibilities.

Status of Quality Assurance Activities

Accomplishments relating to priority tasks in Casio's quality assurance activities in fiscal 2007 were as follows.

1. Ensuring customer safety and observing safety standards and regulations

While placing the highest priority on design safety initiatives, Casio has been carrying out comprehensive design safety checks since fiscal 2006, and is using the results as feedback for its design and evaluation standards. All of these are also designed to raise safety awareness.

2. Market initiatives for improvement of product quality

Each month Casio collects information from the market on product quality. Using this information as feedback, a system is maintained where product quality can be rapidly corrected, and a trend of quality improvement has been seen as a result. Nevertheless, since future products are expected to have more complicated functions and higher density mounting, more effort will be devoted to improving design accuracy and ensuring quality in production.

3. Activities to reduce monetary losses due to quality issues

Casio addressed quality issues for each item in order to reduce quality-related losses, which serve as an indicator for quality improvement. It made effective efforts to prevent problems from occurring or reoccurring. As a result, Casio has succeeded in reducing quality losses for many items that experienced problems in fiscal 2006.



List of ISO 9001 Certified Sites

Universal Design Activities

Delivering a high-quality user experience

Strategically focused on its core competence in compact, lightweight, slim, energy efficient technologies, Casio develops products with as little environmental impact as possible. Moreover, in addition to reducing product size while increasing performance, Casio also strives to achieve a high-quality experience for the user so that people who are unfamiliar with electronic devices and those who are less confident about IT can use Casio's products comfortably. Looking ahead at the future social environment, Casio is committed to providing products and services that are truly beneficial to customer's lives.

Casio has set the main objective for its universal design activities: improve the quality of the user experience. Casio works to develop products using human-centered design (HCD) in conformity with ISO 13407 processes.

Casio Universal Design Policies

1. Easily understood display and expression.
2. Simple, understandable operability.
3. Reduce physical and mental stress.
4. Provide safety and reliability.
5. Pursue product value.

From the customer's perspective

Obtaining direct evaluations from customers who actually use the products and reflecting that feedback in product development are essential parts of HCD.

Casio has made it a top priority to develop products from the customer's perspective, and requires its development staff themselves to listen to customers' opinions. Casio is dedicated to improving usability by applying evaluations from user tests and feedback given to the Customer Support Center.



Casio's own UD activity mark

Example of quality improvements driven by universal design

Casio's electronic dictionaries are used by a wide range of customers in Japan, from junior high school students to senior citizens. In fiscal 2007, Casio implemented improvements not only to the electronic dictionaries themselves, but also to the usability of the packaging and user manuals.

- A handwriting recognition function was adopted, making the electronic dictionaries easier to use, especially for those not familiar with keyboard operation.
- The user manuals were completely reorganized, making it easier to master the basic operations.
- The design of the main-unit packaging was revised, making it easier to take out and replace the product and its accessories.



An electronic dictionary that is easier to use

Sharing universal design concepts

When carrying out development, design, and sales activities, Casio shares important concepts by posting universal design guidelines on its intranet, making it possible to realize the concepts while verifying quality objectives and specific considerations for improving product usability are met.

Casio is also enhancing employee education and awareness by holding internal universal design seminars, so that every employee can understand the purpose and necessity of universal design and individual themes can be addressed.



In-house seminar