

## Customers

# Customer Satisfaction & Quality Assurance

In all of its business processes, Casio always takes the customer's perspective and bases its actions on the Principle of the Five "Gens" — in Japanese, *genba* (on site), *genbutsu* (actual goods), *genjitsu* (reality), *genri* (theory) and *gensoku* (rule). Casio focuses on daily improvement in order to provide customers with reliability and peace of mind, and to meet customer demands with speed and integrity.

## Casio's Approach to quality assurance

To offer products and services that please and impress customers, Casio is committed to making products that earn high marks in every possible aspect, including safety, of course, as well as function, design, price, reliability and durability, serviceability, and environmental conservation.

Together, these are what make "Casio Quality" what it is. The role of the quality assurance system is to ensure that Casio reliably delivers quality that meets or exceeds customer expectations.

### ■ Casio Quality

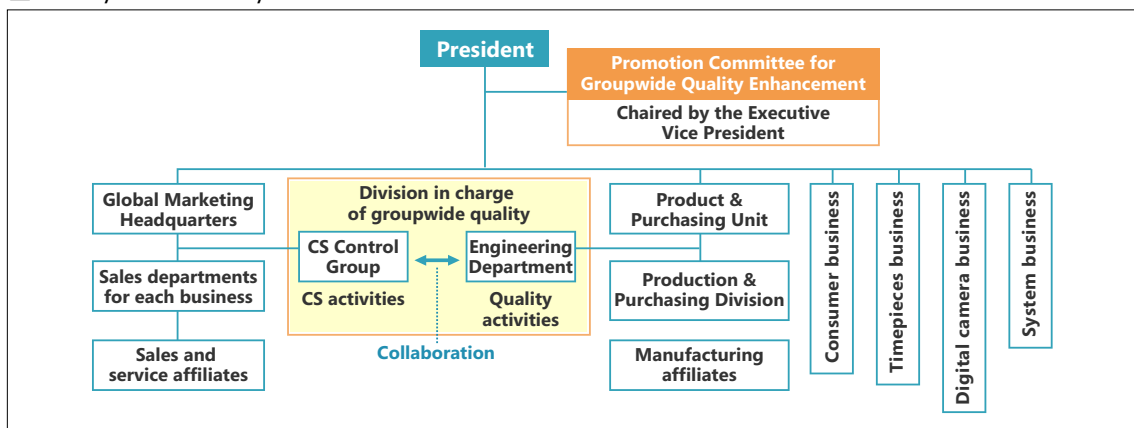


### Quality assurance system

Constantly striving to achieve the highest level of Casio Quality helps improve customer satisfaction, leading to further growth for Casio's business. Casio's carefully designed quality assurance system is essential to this outcome.

Casio has created a company-wide quality assurance system, shown in the diagram below, and strives to ensure quality by enlisting the cooperation of all manufacturing, sales, and service departments.

### ■ Quality Assurance System



The Casio Promotion Committee for Groupwide Quality Enhancement is the highest authority responsible for quality assurance. It meets semiannually, convening the heads from each business segment and manufacturing and service affiliate companies. Decisions are made at these meetings on company policies and important issues relating to quality. The policies and measures are then communicated to individual departments and reflected in specific quality assurance activities within the departments.

In addition, the CS Control Group (within the Global Marketing Headquarters) has been linked together with the Engineering Department (within the Production & Purchasing Division) to improve product quality and services.

In order to ensure complete awareness and implementation of quality policies and activity targets, presentations are given on the improvement of quality management skills to top management and persons responsible for quality control on the Casio Promotion Committee for Groupwide Quality Enhancement. The company carries out training with the goal of having employees obtain technical expertise along with widespread understanding of rules and standards relating to quality and safety. Casio is also striving to improve quality skills through measures such as the use of outside instructors to teach advanced quality approaches.

Casio's production plants carry out plan-do-check-act (PDCA) cycles using the ISO 9001 Quality Management System. In order to deliver reliability and peace of mind to customers that use Casio products, Casio employees focus on daily improvement.

■ List of ISO 9001 Certified Sites

Classification	Certified and Registered Sites	Initial Version Registration Date
Development, Production and Service Sites in Japan	Product Solution Unit, System Product Division, Casio Computer Co., Ltd.	June 25, 1994
	Kofu Casio Co., Ltd.	August 1, 1994
	Casio Electronic Manufacturing Co., Ltd.	August 5, 1994
	Yamagata Casio Co., Ltd.	December 16, 1994
	Casio Micronics Co., Ltd.	March 29, 1996
	Casio Techno Co., Ltd.	May 21, 2004
Production Sites outside Japan	Casio (Hong Kong) Ltd., Panyu Factory	July 29, 1998
	Casio (Thailand) Co., Ltd.	October 24, 2000
	Casio Electronic (Shenzhen) Co., Ltd., Guandu Factory	March 22, 2002
	Casio Electronic Technology (Zhongshan) Co., Ltd.	October 26, 2006

## Pursuing top quality

Casio's efforts to achieve premium quality are guided by a clearly articulated Quality Concept and Quality Management Policies, which provide indices for evaluating all quality initiatives.

### 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 valuable comments in 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 quality information and prevention of problems before they occur, and prevents recurrence of quality problems.

## Ensuring customer satisfaction

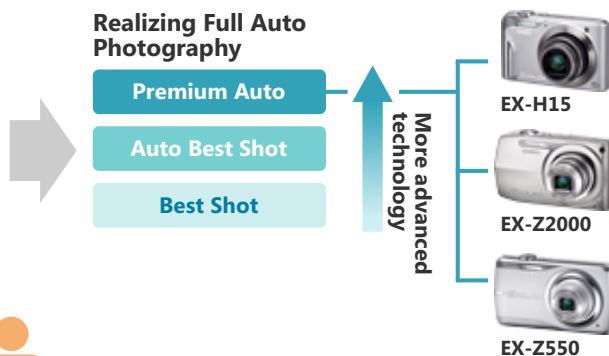
To make sure that its products continue to satisfy customers, Casio periodically conducts satisfaction surveys that address not only issues of durability or safety, but also issues of comfort during use and design features. Casio constantly works to improve customer satisfaction by utilizing the feedback offered by customers via the Customer Support Center in the product development process.

### Improvements to digital cameras after customer feedback

#### Customer feedback

- I would like to capture beautiful landscapes with ease
- I wish I could take souvenir photos without any mistakes
- I wish I had a camera that could select the right shooting mode
- I wish I could take nice people shots even with backlighting
- I want to be able to take good night shots.

These are some of customers' needs for **easy** and **beautiful** photography



## Improving Customer Satisfaction

In order to improve customer satisfaction (CS), in fiscal 2009, Casio began strengthening its initiatives for the three main CS activities listed below. The company is working to use customer feedback more than ever before in the creation of even better products.

1. After-sales CS: Responding to customer requests and inquiries with service that is fast, accurate, and polite
2. Functional CS: Striving to create value and product functionality that leads to customer satisfaction
3. Quality CS: Working to strengthen product quality to assure customer satisfaction

Under these three main CS activities, Casio is investing in programs to improve product knowledge, repair technique, and customer service skills. The goal is to consistently deliver after-sales service that ensures total customer satisfaction. Casio is also working hard to ensure that customer feedback is always delivered to the relevant departments, to help generate ideas for improvement and ensure continual enhancement of product functions (functional CS).

Casio gives special attention to monitoring the quality of newly released products, and strives to rapidly detect and respond to any problems.

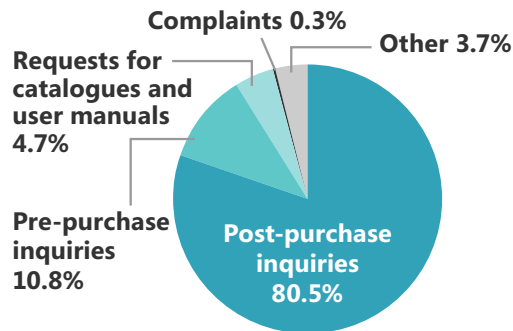
## Customer Support Center activities

In order to promote long-lasting relationships of trust with customers, the Customer Support Center responds to customer inquiries with service that is fast, accurate, polite, and sincere. The center strives to resolve any issues customers may have.

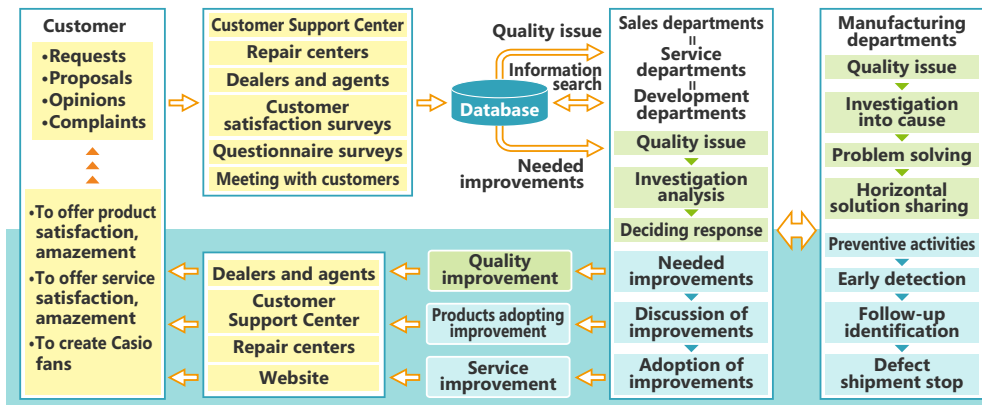
Casio carries out training in order to improve the technical and communication skills of customer support staff. This enables them to properly provide customers with the useful information that they need. By also expanding the training program for writing skills to improve email response capabilities, the aim is to ensure that each staff member can earn the confidence of customers.

Customer inquiries and complaints are welcomed as important customer feedback. After analyzing the content of this feedback, the relevant departments and the Center work together to implement improvement measures, and these efforts help to improve customer satisfaction for Casio products and services.

### Breakdown of Customer Inquiries (Fiscal 2010)



### How customer comments are utilized for products and services



## Online support sites

Casio has customer support websites for various regions around the world, offering customers convenient access to information 24 hours a day, 365 days a year. In order to ensure that customers can use Casio products with confidence and peace of mind, these websites provide product operation, repair and other support information that customers may need. In fiscal 2010, the Japanese online support site was completely overhauled to make it more visual intuitive and more convenient for finding desired information. Menu icons were created for each purpose. A new section of useful information to resolve customer product problems has been created, as Casio strives to improve its information provision.

Casio continues to monitor and analyze the traffic at each of its websites. The company is working to improve and expand its online support sites so that customers can get the information they need before having to call a customer support center.



Top page of the customer support site <http://www.casio-intl.com/support/>

## Repair service

Casio's service departments, which are responsible for product repairs, strive to satisfy customers by providing after-sales service that fulfills three commitments: dependable technology, prompt response, and reasonable fees. Casio conducts its own customer satisfaction surveys concerning its after-sales service in order to determine and evaluate the progress of each of its service initiatives. Problem points or issues are identified, and improvements are made.

### Dependable technology

Casio's service departments are working to improve their repair technology, product knowledge, and customer service skills (through training programs and in-house competitions, for example) in order to maintain customer confidence and realize the kind of service quality that customers expect. In fiscal 2010, Casio introduced a technical skill ranking system, as part of efforts to raise staff skill levels. This new system will serve to improve not only technical repair skills, but also product knowledge, and customer service abilities, for the provision of even better quality and personalized service. Casio staff are also putting a lot of effort into the acquisition of various official qualifications, and in fiscal 2010 Casio received an outstanding organization award from the Photo Master certification program. Casio held its first internal photo contest, and is launching initiatives for staff to obtain product knowledge from the customer's perspective through actual use of products.



Technical contest



Technical contest



Photo Master outstanding organization award

### Prompt response

Casio's service departments are taking steps to improve operations by focusing on parts procurement, the repair system, and repair technology, so as to shorten repair time and return repaired products to customers as quickly as possible. The counters at some service centers offer quick service for the repair of digital cameras and watch battery replacement within about 60 minutes. Casio also offers a repair shipping service that enables customers who do not have the time to bring in a broken digital camera, electronic dictionary, or watch to a service center or the retailer to arrange the repair through an online repair request system. Casio is striving to improve customer convenience through various repair support options including the use of special shipping boxes for easy return of a product needing repair, thereby reducing customer inconvenience for packing the product themselves.



Online repair request screen

## Reasonable fees

Casio is striving to ensure reasonable repair fees by controlling costs through the improvement of methods for repair and parts procurement. The company has created a fee structure based on fixed prices that are easy for customers to understand. In fiscal 2010, Casio carried out analysis of watch repair costs in the market and at other companies, and revised its fees to ensure even greater customer satisfaction. As part of this change, the company prepared repair fee leaflets for retailers with specific examples of repair costs, making the system easier for customers to understand. Upon entering the new color LCD electronic dictionary market, Casio also established fixed repair fees for this product, as part of its system for fee transparency.



Repair cost examples for watches

CASIO		
2010年1月発表		
カシオ 電子辞書 定額修理料金表		
定額修理料金とは、技術料金、部品代金を含んだ料金です。		
修理区分	当社標準価格	
	カラー液晶モデル	モノクロ液晶モデル
一般機 	普通修理 10,500円 (税込11,025円)	9,500円 (税込9,975円)
	軽修理 3,500円 (税込3,675円) <small>液晶表示不良・液晶故障・液晶表示不良 部品代金による修理費用は含まれません。 (液晶表示不良の交換・液晶表示不良)</small>	
入門機 	3,000円 (税込3,150円)	

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Electronic dictionary fee chart