

Responsibilities to Customers



Casio is recognized by the market for its commitment to treating customers right. The company constantly strives to ensure its business management is worthy of customer confidence.

▶ Product Development and Design Initiatives

Casio develops products with new value and helps create new cultural phenomena. Casio's product development concept is simple: going from "0" to "1."



▶ Intellectual Property Initiatives

Casio implement proactive intellectual property programs in accordance with its management strategy, aiming to protect its business and increase profit.



▶ Activities to Improve Customer Satisfaction

Casio has established an organization dedicated to customer satisfaction which reports directly to the president and is pursuing greater customer satisfaction by implementing its basic policy consisting of three major customer satisfaction initiatives.



▶ Quality Assurance

In order to maintain the confidence of customers and ensure the reliability of its products, Casio takes an integrity-based approach to constant quality improvement.



▶ Customer Support Center: Ensuring Customer Satisfaction

Deeply valuing long-term relationships with customers, Casio strives to improve the skills of support employees and uses customer feedback in the development of products and services.



▶ Providing Support Information/Repair Service

To please customers and ensure their peace of mind when using its products, Casio is working to improve its system for providing customer support information, while enhancing the service skills of its staff.



▶ Stable Supply of Products

Casio is working to strengthen its global supply chain to meet rising product demand.



Product Development and Design Initiatives

Casio aims to develop products that meet the latent needs of customers. To do this the company is constantly improving its ability to generate new ideas.

Casio's primary objective is to make products that work reliably in any environment, and can always be used with safety. From the initial engineering phase to the release of the final product, Casio takes great pains to ensure there are no compromises on manufacturing quality.

Development (Product Planning / Design)

Thinking like a customer

Throwing off existing preconceptions, Casio generates new ideas by taking the perspective of those that will use its products.

One example is the pomrie stamp maker, used to make original stamps. It is a new product based on an idea from female product designers. They carried out many surveys and studies on the surging Japanese hobby craft market to develop the product. As a communication tool that expresses feelings instead of words, the pomrie stamp maker has gained broad popularity with many women who enjoy crafts.



pomeie

Another product created out of the desire to take on new challenges with new ideas is the Logosease two-way radio, which enables underwater conversations. The product development began with the simple question, "Why shouldn't we be able to talk underwater?" Using ultrasonic and bone conduction technologies, the Logosease serves as an underwater wireless communication device for recreational diving.



Logosease



Product development incorporates insights from the classroom

Nearly every year since 2007, Casio has invited teachers from outside Japan who are passionate about mathematics education and research to a Global Teachers Meeting held at its Hamura R&D Center. The purpose of these meetings is to contribute to the development of mathematics education by incorporating the perspectives of teachers with real-world insights from the classroom into Casio products. The overarching goal is to provide products that are optimally suited to the diverse educational settings worldwide.

In 2013, the participants had a lively discussion about features and specifications that would make calculators easier to use, make math easier to teach, and deepen students' understanding. Much of the focus was on the standard scientific calculators made by Casio and used in many countries around the world. The teachers' views helped to shape the development of the new features and specifications of the ClassWiz series of next-generation standard scientific calculators that was launched in China in July 2014. Already earning high ratings from customers, the ClassWiz series will be rolled out gradually to contribute to the development of mathematics education worldwide.



Global Teachers Meeting 2013



ClassWiz series fx-991CN-X for China

Not just color, but also a variety of materials and textures

Casio uses a product design technique called “CMF” for color, material, and finish. In order to create a rich product variety, it is vital not only to offer different colors, but also different material textures and surface finishes. This approach gives each single product model broad expressivity.



For example, the shock-resistant G-SHOCK line of watches offers models that evoke the look and texture of metal used for many years in harsh environments. The exterior parts have a special finish. After goldcoloredion-plating, black ion-plating is applied on top, and then some of the black layer is removed. This gives a unique aged look and a vintage appeal to the watch. In addition, metal is used for the side buttons to symbolize toughness. Gold color is applied to these buttons, the crown, the solid lines that delineate the inset dials, the hands, and the three-dimensional numerals. All this maximizes the feel of quality.

For watches, this technique is used not just for the hands and dial, but also for the watchband, giving products strong individuality. The diversity of the lineup allows people to express themselves more freely with their choice of watch. This is the kind of value that Casio aims to provide.

Going beyond universal design to human-centered design

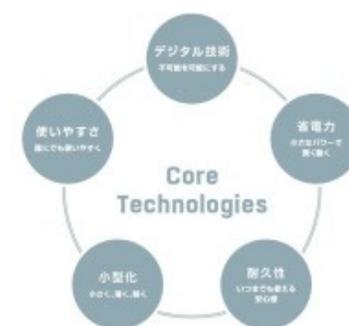
Casio works to develop products using human-centered design (HCD) in conformity with ISO 13407 processes, with the objective of improving product ease of use as part of the product’s overall quality. In the HCD process, Casio seeks optimal ease of use by determining important issues from customer feedback and observation of product use in real-world situations. Through repeated evaluation and verification, Casio works to develop highly desirable products. The V-T500 series of tablet terminals was developed to provide support in a variety of business environments. They feature a user-replaceable, high-capacity rechargeable battery for long hours of operation, and a SAM slot to support a higher level of security. The tablets can also withstand drops from one meter, are dust and splash-proof (IP54 compliant), and can operate in temperatures ranging from -20°C to 50°C. The V-T500 series offers outstanding grip-ability for comfortable operation even in the rain or other environments where objects become slippery. This performance is based on the testing and evaluation of multiple exterior designs, including a raised frame around the screen and hand-gripping grooves on the back of the device.



Business support Tablet terminal V-T500

Technology

Technological expertise is needed to turn an innovative idea into a new product. Utilizing its five core technologies, Casio creates products that were not possible before.



Durability

Tough construction to withstand harsh environments

Casio continues to focus on durability so that customers can enjoy its products for many years.

As one technique for increasing shock resistance, Casio mounts a strong metal plate on the back of its display panels to increase strength and prevent warping. By also placing a shock-absorbing cushion between the display panel and its casing, any external shock is mitigated and destruction of the LCD is prevented. Tough Casio calculators also offer splash-resistant and dust-resistant performance, and are used in outdoor work such as civil engineering surveying.



Digital technologies

High-speed image processing delivers a wide range of expression instantly

The “EXILIM Engine HS, Ver.3 ADVANCE” is a highspeed image processing engine that quickly and smoothly performs all the image processing right from digital camera startup. By simultaneously operating dual CPUs and two parallel image processors, this unique image processing engine offers high-speed operation.

One feature enabled by this technology is the world’s first dual combination bracketing function.* With just one press of the shutter button, the camera shoots nine images while automatically varying a pair of parameters, such as focus and aperture, or white balance and brightness, in three stages. Setting the user free from complicated settings, this feature makes it possible to shoot stunning photos and realize new possibilities for expression not seen before.

*For a bracketing function encompassing two kinds of parameters like white balance and brightness for a digital camera with a built-in lens. (As of November 14, 2013; based on a Casio survey.)



Energy saving

New concept for highly efficient solar cells

With regular solar-powered analog watches, the solar cells are arranged linearly in six sections. This is because it is necessary to have multiple cells in a series to ensure the necessary voltage. The disadvantage of this design is that the cell providing the least power impacts the entire series. When the shadow from the watch hand falls on one cell, the upper limit of power generation for the entire series is lowered.

Overcoming this, Casio developed a high-output solar cell with blocked-light distribution. By arranging the cells in a spiral and distributing the hand shadow over multiple cells, the decrease in power generation is minimized. This ensures efficient and stable power. This energy-saving technology enabled more freedom in watch designs and improved functions.



Intellectual Property Initiatives

Casio is actively promoting intellectual property activities in line with its management strategy through cooperation between its R&D and business divisions. Based on these activities, the company aims to protect its businesses, and contribute to corporate profitability.

Policies for promotion of intellectual property activities

Casio takes a medium- to long-term perspective in order to increase its technology management ability, and is systematically promoting research and development for the creation of future business. While recognizing R&D results as intellectual property, Casio is taking steps to ensure that they are properly managed and utilized in order to secure profits. Casio places importance on intellectual property as an important measure of corporate value. In order to effectively promote intellectual property activities, Casio has set the following goals for promoting intellectual property activity, and implements them group-wide for effective utilization of intellectual property.

Intellectual property goals

Casio is working to increase its intellectual property capacity using the following goals.

- Increase the intellectual property capacity of Casio
- Protect technology and products globally with strong intellectual property capacity
- Guarantee creative technology and product development through strong intellectual property capacity

Role of the Intellectual Property Department

Since its founding, Casio has worked to develop innovative new technologies and products that are completely original and have never existed before. The protection of these development results through the creation of intellectual property rights is vital to ensuring corporate competitiveness. At the same time, protecting Casio brands and designs from counterfeiting by securing intellectual property rights is also an important activity for the company.

The Intellectual Property Department aims to secure intellectual property rights on a global level. Its role is to utilize patent, design, and trademark rights in order to help establish competitive advantage for corporate management.

The center also broadly manages intellectual property (rights) such as copyrights and trade secrets as well as general intangible properties, while signing contracts with third parties and resolving disputes.

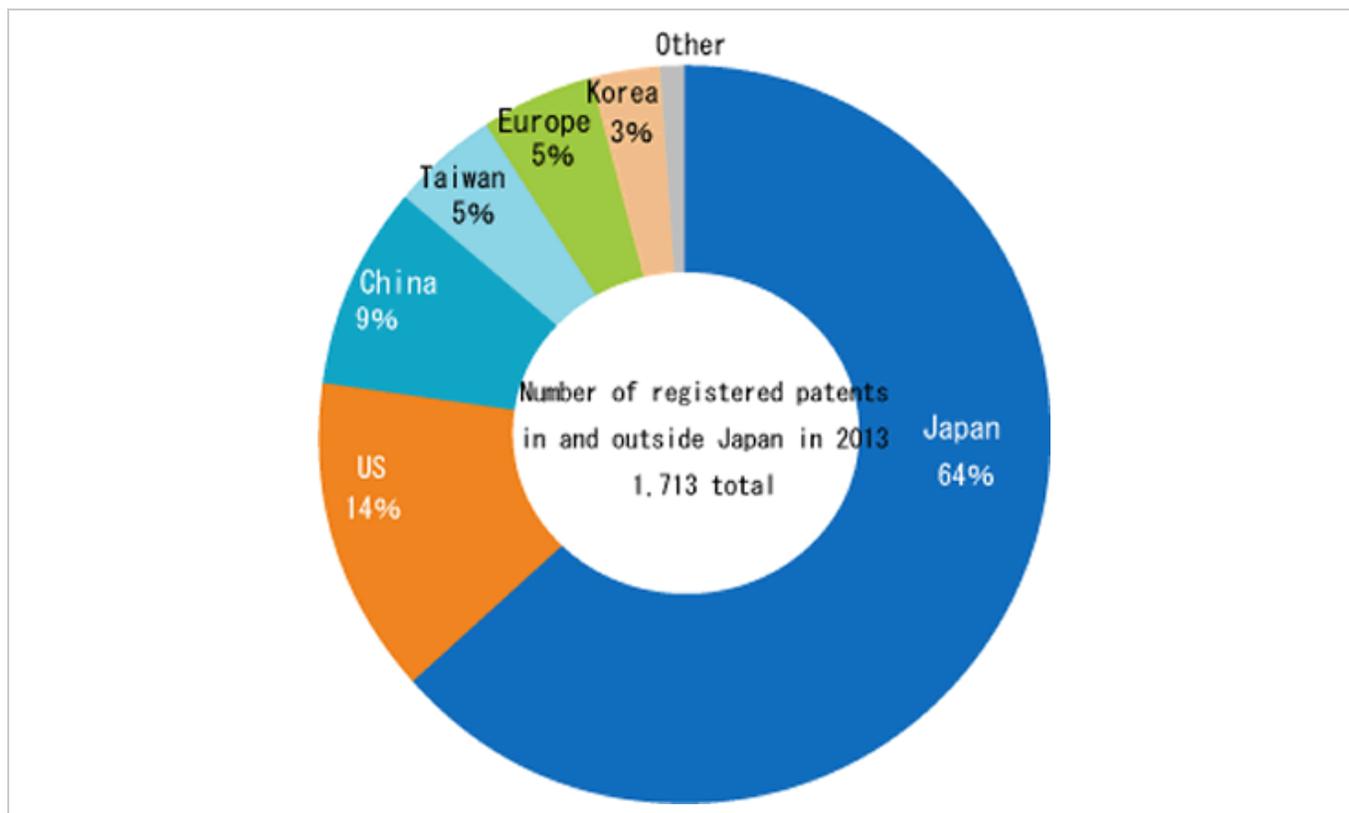
Intellectual property activities

Casio implements various intellectual property activities. Casio actively utilizes the intellectual property that it has accumulated over the years, and carries out activities to protect its businesses. The company conducts ongoing R&D necessary for sustained growth, and has put in place various systems for producing new intellectual property.

1. Patent application and rights acquisition activities

Casio constructs patent nets based on patent application and registration in priority fields (selection and concentration), and actively promotes activities for the acquisition of effective patents based on quality improvement. The company carries out patent application and rights acquisition activities worldwide, including in the USA, China, South Korea, Taiwan, and other Asian countries.

Global patent portfolio



2. Intellectual property rights utilization

In addition to securing intellectual property rights for its inventions and other proprietary developments, Casio works to ensure freedom of operations by preventing legal claims from other companies and earns profits by licensing its technologies to other companies (including cross licensing). The company also uses intellectual property as a barrier to deter other companies from entering the same business, and carries out activities to establish competitive advantage for corporate management. In particular, Casio takes stringent measures to combat counterfeit products, and cooperates with government agencies to remove fakes from the marketplace.

3. Patent expert system

Casio initiated a patent expert system in 1994 in order to promote the ongoing creation of outstanding intellectual property. With the aim of business strengthening through stronger intellectual property, engineers with high-level understanding of technologies and leadership skills have been assigned to each division as patent experts. While cooperating with the Intellectual Property Department from positions within their respective divisions, these patent experts work to strengthen the intellectual property abilities of their respective organizations.



Meeting for patent experts

Here are details of specific activities.

1. Patent activity planning based on ascertainment of technology and development trends at Casio and other companies, as well as target management
2. Discovering and updating inventions
3. Evaluation of patent applications, determination of direction for patent creation according to business strategy, as well as evaluation of patent maintenance
4. Surveys of patents at other companies, patent infringement avoidance, and patent risk management
5. Creation of new businesses centered on intellectual property

4. Techno Power

Casio's in-house Techno Power technology exhibition began in 1992 and is held annually to stimulate engineers, and foster sharing and cross-fertilization of technology. By creating a place for engineers to present their results to top management, and an opportunity for outstanding engineers and designers to receive recognition (i.e., awards based on the suitability of intellectual property results), the exhibition is a source of pride and motivation for engineers and encourages them to take on the challenge of developing new technologies.



Techno Power exhibition

5. Invention award system

Since 1968, Casio has had an award system for those employees that contribute to inventions and designs. By increasing the incentive for inventors and designers, the system fosters the desire for in-house engineers to take on the challenge of discovering new technologies. In accordance with Article 35 (Inventions by Employees) of Japan's revised Patent Act, which took effect in April 2005, Casio has revised its environment for employee inventors. It updated its intellectual property rules and created a consultation process in which the employee inventors can voice opinions in the revision of the rules. It also implemented a system for employee inventors to file an objection to monetary reward amounts. Based on the demands of employee inventors, the rules were revised again in April 2006 and April 2011.

6. Intellectual property training system

In order to create a stronger awareness about the acquisition of intellectual property, Casio holds intellectual property seminars to deepen employee understanding and interest in intellectual property. The company also distributes relevant information online (through intellectual property website content), and uses outside educational organizations such as the Japan Intellectual Property Association and the Japan Institute of Invention and Innovation. In this way, the company is promoting various intellectual property education activities.

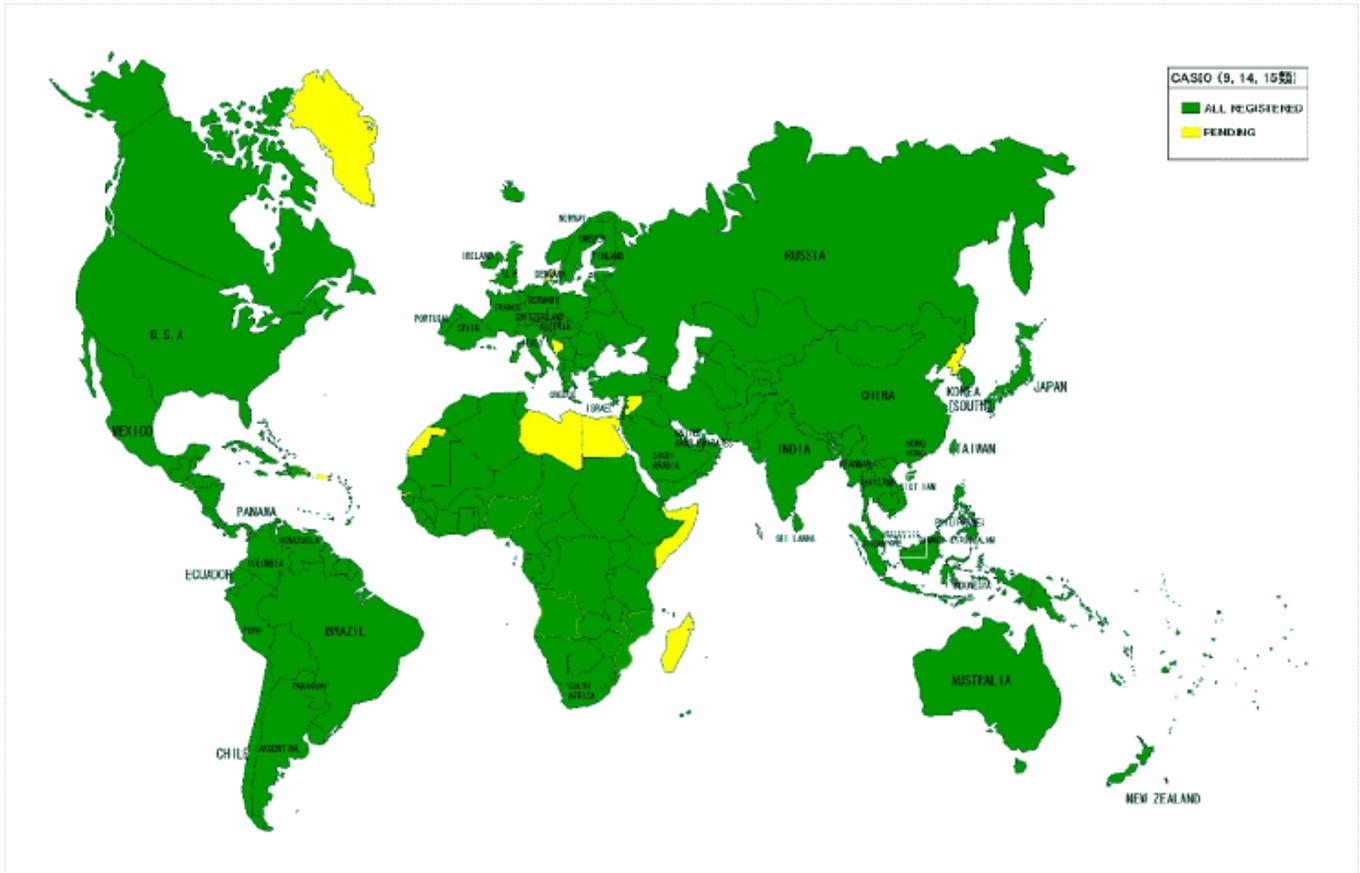
7. Brand support activities

Protecting rights to the Casio brand

In order to promote smooth corporate operations on a global level, the company protects the Casio brand with 1,928 registered trademarks in 187 countries around the world, most of which are product trademarks. In 2009, the Casio brand was recognized as a well-known trademark by the Chinese authorities (see the related Highlight column).

In recent years there have been more trademark applications by other companies—mainly in emerging economies such as China and India—which try to mimic the well-known Casio brand. As a result Casio has been strengthening its monitoring activities and its efforts to prevent the trademarking of look-alike brands.

Trademarking of the Casio Brand Design rights acquisition (as of March 31, 2014)

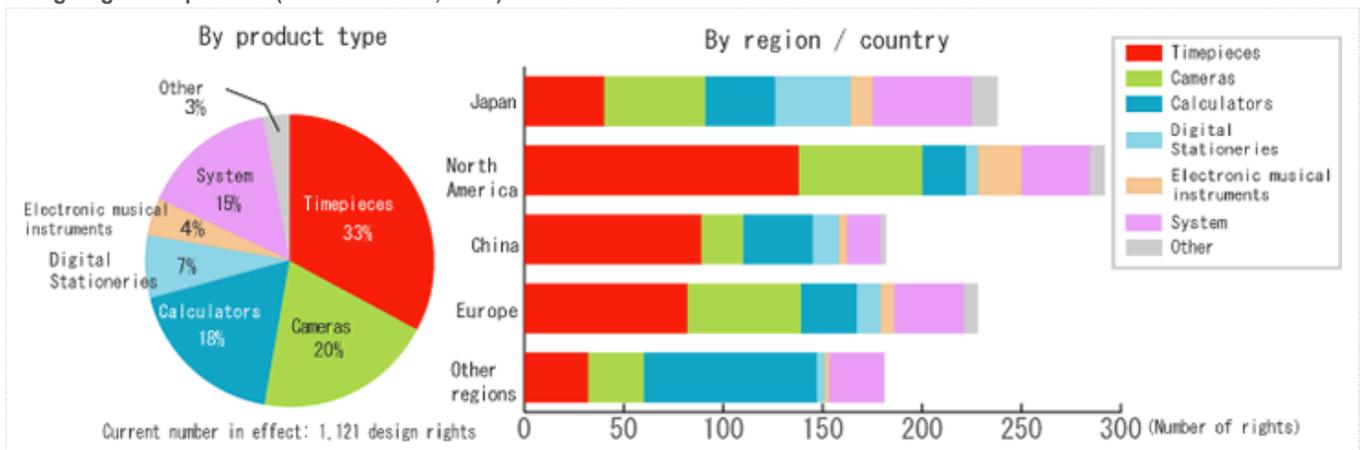


Casio has registered the Casio brand for product trademarks in the countries indicated in blue. In the countries indicated in yellow, trademark examination has been delayed in some fields, there is no trademark registration system, or applications are not being accepted due to the politician situation.

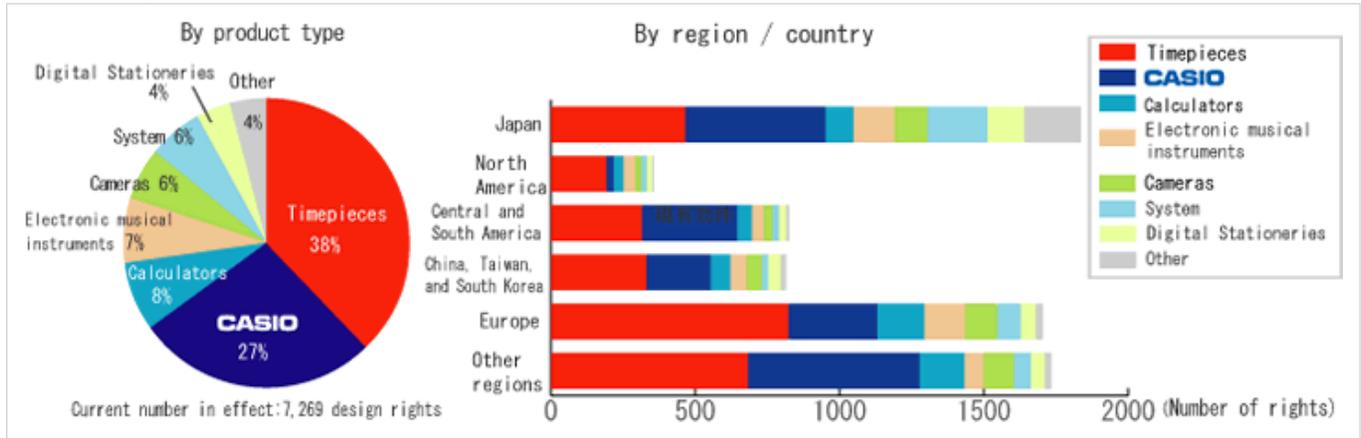
Activities for minimizing risk entailed by new product naming and design, as well as rights acquisition

While avoiding the risk of infringing upon the design or trademark rights of other companies, Casio is actively promoting business support activities based on the strengthening of Casio's own design and trademark rights.

Design rights acquisition (as of March 31, 2014)



Trademark rights acquisition (as of March 31, 2014)



Counterfeit product removal and consumer protection activities

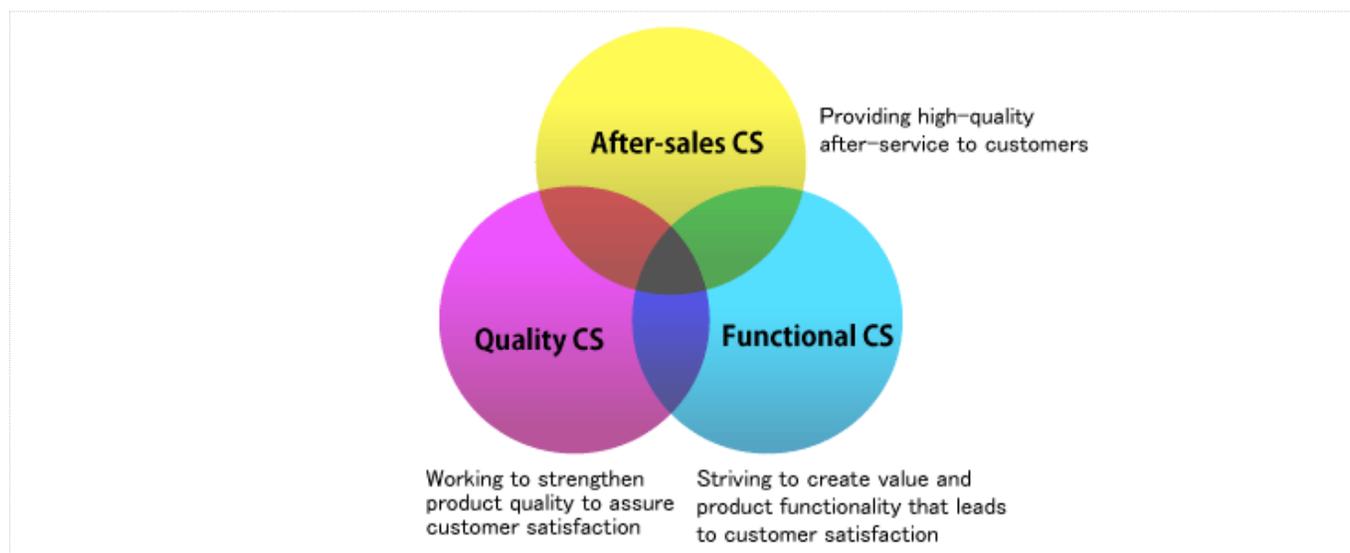
The development of information and communications technology in recent years has facilitated the extensive spread of counterfeit goods on the Internet. Casio products are no exception to the damage caused by counterfeits. In order to guard consumers from the damage of fake products and to protect the Casio brand and increase its value, Casio has established a department tasked with counterfeit countermeasures and is taking action to get counterfeits off the market. Casio will continue to actively cooperate with efforts by government authorities to stamp out counterfeits by exposing factories that make counterfeit goods and stores that sell them, intercepting counterfeits at customs, and monitoring and eliminating counterfeits sold on the Internet.

Activities to Improve Customer Satisfaction

Casio has established an organization dedicated to customer satisfaction which reports directly to the president and is pursuing greater customer satisfaction by implementing its basic policy consisting of three major customer satisfaction initiatives.

Activities to improve customer satisfaction

Aiming to further improve customer satisfaction (CS), Casio has focused on strengthening the three major CS initiatives listed below since fiscal 2009. It is working to improve after-sales service and product quality, and to incorporate the voice of the customer more than ever before in the creation of even better products.



Under these three major CS activities, Casio is investing in programs to improve product knowledge, repair technical skills, and customer service skills. In fiscal 2014, Casio once again carried out Internet surveys using its own method, which it established in fiscal 2011 to ensure continual assessment of customer satisfaction levels, particularly with regard to after-sales CS activities. After analyzing the results, it has been working hard to respond with the requested improvements.

Casio is also striving to ensure that customer feedback from in and outside Japan is always delivered directly to the right place within the company, and to take unified improvement measures. Casio is also constantly working to improve product functions (functional CS).

Casio compiles and analyzes information on customer inquiries and product defects in and outside Japan. It focuses on early detection, rapid response and prevention of recurrence of problems (quality CS).

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 Quality"—world-class quality assurance

In order to deliver products and services that offer reliability and peace of mind to customers, Casio is constantly working on improvements to pursue the best solution for customers.

Quality assurance at Casio

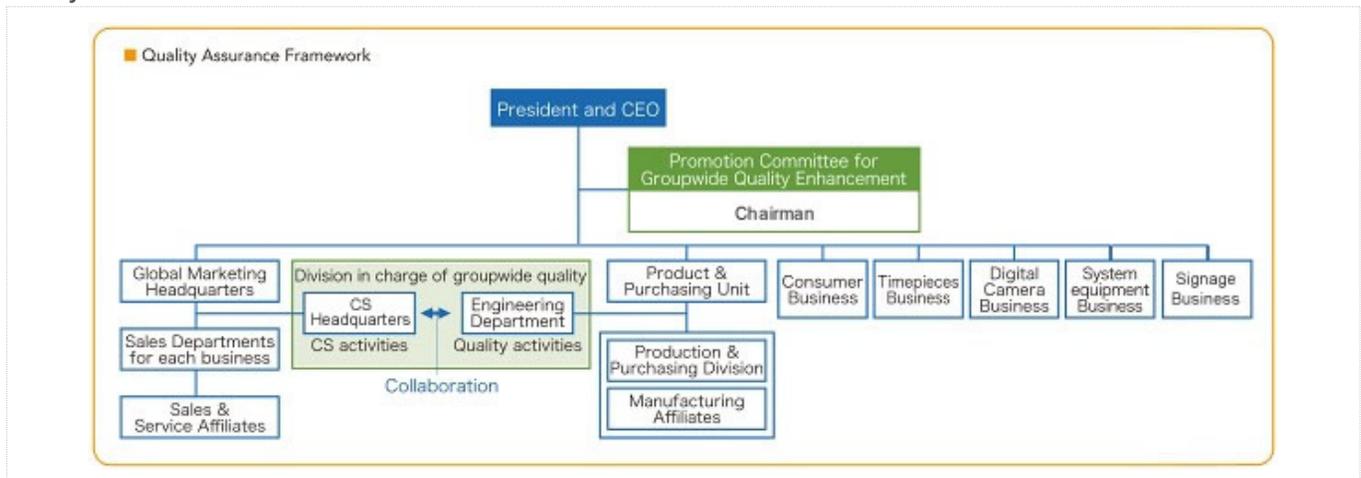
Casio believes it is important not only to provide products and services that delight customers, but also to win acceptance from the whole of society and achieve mutual prosperity. Toward this end, Casio Quality includes everything from the quality of individual products, to environmental protection and recycling. The role of quality assurance is to deliver quality that satisfies customers in every possible way.



Quality assurance system

In order to carefully maintain and improve Casio Quality, the company has created the quality assurance system shown in the diagram below. The Promotion Committee for Group-wide Quality Enhancement meets twice a year. It pursues activities such as making quality data accessible and easy to understand, and sharing quality information, while passing resolutions on quality policy and measures. The results are used for quality assurance activities in each division.

Quality assurance framework



As the division in charge of group-wide quality management, the CS Headquarters, which reports directly to the president, has been linked with the Engineering Department (within the Production & Purchasing Division). Casio is working hard to ensure quality, with the cooperation of all departments, while always pursuing the best solutions for customers.

In order to create a common group-wide awareness of "Quality First" being the foundation all operations, strong leadership is essential from top management and those responsible for quality. The Promotion Committee for Group-wide Quality Enhancement implements training to ensure employees understand and are widely aware of regulations and standards relating to quality and safety, and to learn technology expertise. This includes holding presentations for the improvement of quality management skills.

Moreover, Casio is striving to raise the level of quality initiatives and improve the quality skills of employees, including the holding of in-house seminars given by outside instructors.

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 Department, System Product Division, Casio Computer Co., Ltd.	June 25, 1999
	Casio Electronic Manufacturing Co., Ltd.	August 5, 1994
	Yamagata Casio Co., Ltd.	December 16, 1994
	Casio Techno Co., Ltd.	May 21, 2004
Production Sites outside Japan	Casio Electronic Technology (Zhongshan) Co., Ltd.	October 26, 2006
	Casio (Thailand) Co., Ltd.	July 13, 2012

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.

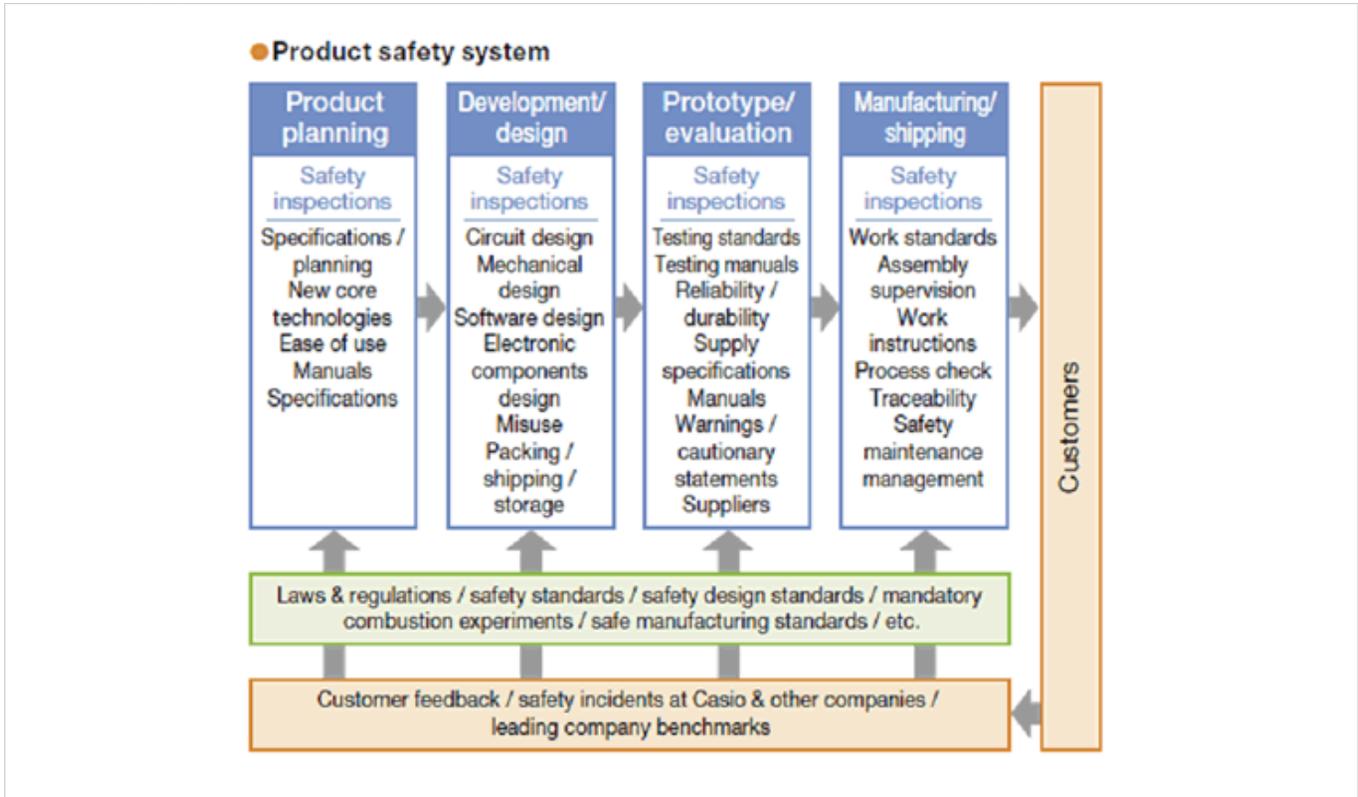
Quality Management Policies

- 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.

Offering users peace of mind

Casio makes every effort to ensure product safety so that customers can always use Casio products with peace of mind. As shown in the diagram below, Casio works to ensure product safety in each process from product planning, development, and design, to trial manufacture, evaluation, production, and delivery. In order to maintain and enhance these efforts, the company performs safety audits and works to prevent potential problems from occurring, or issues from reoccurring.

Product safety system



To comply with the legislative intent of Japan's recently revised Consumer Product Safety Act, which went into force on May 14, 2007, the Casio board of directors has adopted the Fundamental Policies on Product Safety. Based on these policies, Casio has put in place the Product Safety Voluntary Action Plan which specifies the details of the steps to be taken. The company has also reengineered its response systems for handling those unusual situations when a product-related accident occurs, and has established procedures for managing such situations. These include the steady, timely collection and dissemination of accident information, the issuance of notifications and reports to customers and relevant administrative agencies, prompt, appropriate response measures, efforts to identify causes, and measures to prevent any future recurrence.

Customer Support Center: Ensuring customer satisfaction

Aiming to build enduring relationships of trust with customers, Casio values customer communication and incorporates the voice of the customer into its efforts to improve products and services.

Customer Support Center activities

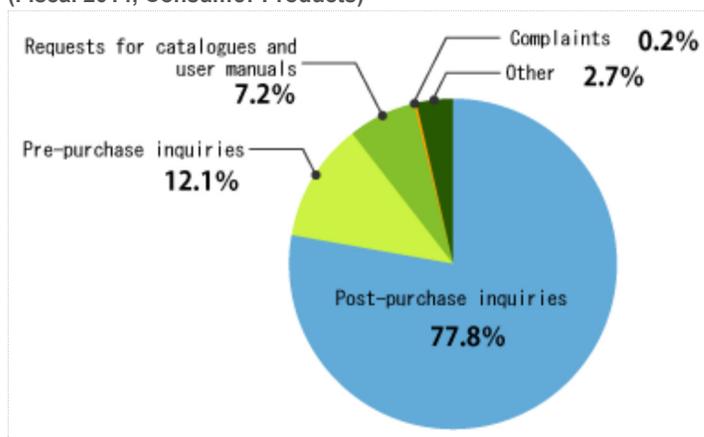
In order to promote long-lasting relationships of trust with customers, the Customer Support Center strives to respond to customer inquiries rapidly, exactly, politely and sincerely. The Customer Support Center strives to resolve any issues customers may have.

The center is also always working to enhance its education programs to enable the appropriate provision of useful information that customers want. For example, the curriculum for newly hired or transferred personnel has been systematized and rebuilt. The center is also providing training to continually improve basic quality and presenting employee achievements in numerical format for principal skills such as verbal communication and writing. Even in the area of customer service quality, customer response indicators have been newly documented and are being used in company-wide efforts to improve customer satisfaction, including at related departments.

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

Casio is also working hard to develop a structure for building positive relationships with its customers around the world in partnership with customer support centers at local sales subsidiaries outside Japan.

Breakdown of Customer Inquiries in Japan (Fiscal 2014, Consumer Products)



Breakdown of Product Inquiries (Fiscal 2014, Overseas/Japan)

Item	Fiscal 2013	
	Overseas	Japan
Timepieces	43.0%	29.2%
Digital Cameras	25.3%	14.9%
Calculators	6.8%	3.6%
Other Consumer Products	8.2%	27.5%
System Equipment	16.8%	24.8%
Total	100.0%	100.0%

Customer Support Center



How customer comments are utilized for products and services



Ensuring customer satisfaction

The voice of the customer is essential information for product improvement, and Casio regularly conducts customer satisfaction surveys. While also referencing customer comments received by the Customer Support Center, Casio is striving to develop even better products and improve the level of customer satisfaction.

Improvements to watches after customer feedback

【Customer feedback】

I don't want the hands to get in the way when I take readings on the PRO TREK.

PRO TREK PRW-6000 hand-concealment function

This function temporarily moves the watch's hands out of the way to prevent them from blocking measurement readings, only at times when the hands overlap the LCD in the measurement mode.



Using the hand-concealment function

Premium production line tour at Yamagata Casio

In March 2014, Casio held a tour of the premium production line at Yamagata Casio for customers of Casio products, in order to give them a chance to see for themselves exactly how Casio products are made.

The premium production line is specialized for Casio's high-end watch models. It brings together a high concentration of workers with top-class skills in manufacturing technology, and it handles everything from production to assembly.

Visitors on the tour expressed astonishment and gratitude for Casio craftsmanship, remarking on the high degree of perfection right down to the finest details.

Casio will continue to provide opportunities for customers to learn about the company.



Premium production line tour

Providing Support Information/Repair Service

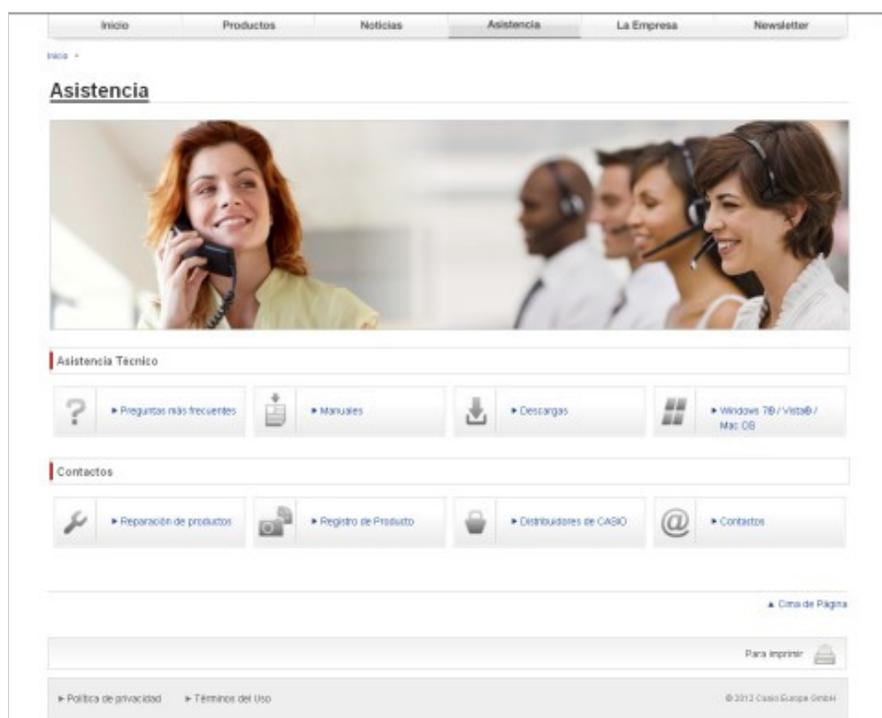
Casio is improving its system for providing product support information, as well as the service skills of its staff, to ensure customer satisfaction and peace of mind.

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 17 languages.

In fiscal 2012, Casio analyzed the number of visits and duration of visits for each of the pages on its Japanese website and made improvements to make it easier for customers to reach the page they want with fewer clicks.

Casio continues to monitor and analyze the traffic at each of its websites. Casio is continually working to improve and expand its online support sites so that customers can get the information they need before having to call the Customer Support Center.



Online support sites

Customer satisfaction initiatives in Japan

The service departments at Casio, which are responsible for customer satisfaction in after-sales service, strive to increase customer satisfaction by providing service that precisely addresses customer needs and lifestyle preferences.

In September 2012, Casio began returning repaired products to customers with a questionnaire directing them to a customer feedback website. Customers are invited to provide an immediate evaluation of the service they have received. The feedback helps Casio to further improve its repair service.

Pursuing convenience for customers

In fiscal 2014, Casio launched a system for searching the status of repairs on its website. This increased convenience by enabling customers in Japan to check the progress of items being repaired and the expected date of completion and shipment any time of day all year round. It also implemented a revision to the repair fees for timepieces. Technical fees ranging from 1,500 yen to 2,500 yen for changing watch bands and exterior parts, which were established according to the retail price, were changed to a flat fee of 1,000 yen (excluding tax). Casio hopes that this will make it easier than ever before for customers to request replacements.

Moreover, for high-end timepieces, Casio established a new Reliable Inspection Pack to facilitate not only repair after a breakdown, but also ordinary product maintenance. This is one example of the effort Casio makes to ensure that customers can use its products with peace of mind for a long time.

Casio will continue to give primary consideration to customer feedback obtained through questionnaires and other means. It will continuously strive to improve its service system and increase convenience, in order to provide customers with prompt and precise repair service whenever it may be needed.

Reliable technical skill

Casio is working to improve repair technical skills, 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.

As the company responsible for repairing Casio products, Casio Techno Co., Ltd., encourages its employees to obtain public certifications and professional qualifications, such as national certification through the level 1 or level 2 exams for timepiece repair technicians. By promoting the acquisition of a wide range of qualifications, the company is developing outstanding employees with proficiency not only in repair skills, but also in customer service and product knowledge. Casio Techno is committed to providing detailed high-quality service to customers. Every Casio Techno employee acquires a high degree of technical expertise, motivated by a sincere desire to please customers and earn their confidence. By continuing to work tirelessly in this way, Casio Techno can promise service that both reassures and delights customers.

Customer satisfaction initiatives outside Japan

Outside Japan, a total of 703 companies, including 10 local subsidiaries and 693 repair partners, carry out after-sales service for Casio brand products. Casio holds regular technical skill courses for service technicians in each region in order to raise repair skill levels, aiming to ensure that Casio customers around the world receive high-quality repair services. Meanwhile, Casio is working hard to continually assess and improve repair time, quality, and costs at each repair center.

Casio holds regular technical skill courses in each region in order to improve the acquisition of repair technical skill and to raise skill levels to ensure that Casio customers around the world receive high-quality repair services. In fiscal 2014, the courses were held in Bangkok in June and Dubai in December. The course in Bangkok had 36 participants from 29 companies in 10 countries across Asia and Oceania, and the course in Dubai had 36 participants from 29 companies in 18 countries across the Middle East and Africa.



Asia / Oceania
Technical training course: June 2013



Middle and Near East / Africa
Technical training course: December 2013

Stable Supply of Products

Casio's primary mission is to deliver the products desired by customers at the right time. The company is working to strengthen its global supply chain, and to continue providing cutting-edge products without interruption.

Approach to stable product supply

Delivering a stable supply of products to consumers is one of the most important responsibilities of a manufacturer, and is required to ensure customer satisfaction and loyalty.

As part of Casio's mission to provide delight, happiness, and pleasure to customers through its innovative products, the company is promoting the following policies.

Policies on Stable Product Supply

1. We strive to shorten production lead-time and improve planning and execution accuracy by using IT to optimize the supply chain (procurement-production-logistics-sales-service).
2. We build good relationships with component suppliers to ensure stable procurement.
3. We maintain the flexibility needed to address various risks involved in manufacturing by:
 - building a production system with at least two production sites for each product;
 - producing multiple products and improving capacity for high-mix/low-volume production at each Casio Group production site
 - maintaining in-house production and inlining of key devices and components.

Supply network is highly responsive to changes in demand

Casio uses supply chain management (SCM) at production sites in response to changes in market conditions and demand for high-mix/low-volume product offerings, seeking to speed up the planning cycle and provide a stable supply of salable products.

Specific initiatives include efforts to standardize work processes such as parts delivery controls, materials warehouse management, and manufacturing process management. Casio aims to achieve integrated manufacturing (total optimization) by using the same systems and same methods at different production sites.

These initiatives are necessary to increase shipment precision, shorten production lead times, and shrink unused assets, and are already becoming mission-critical systems.

The timepiece business in particular, which conducts production at multiple sites, in Yamagata (Japan), China, and Thailand, must respond rapidly to the changing environment in each region. Smooth operation of SCM enables the deployment of standardized IT tools and production equipment as well as the appropriate distribution of supply capacity.

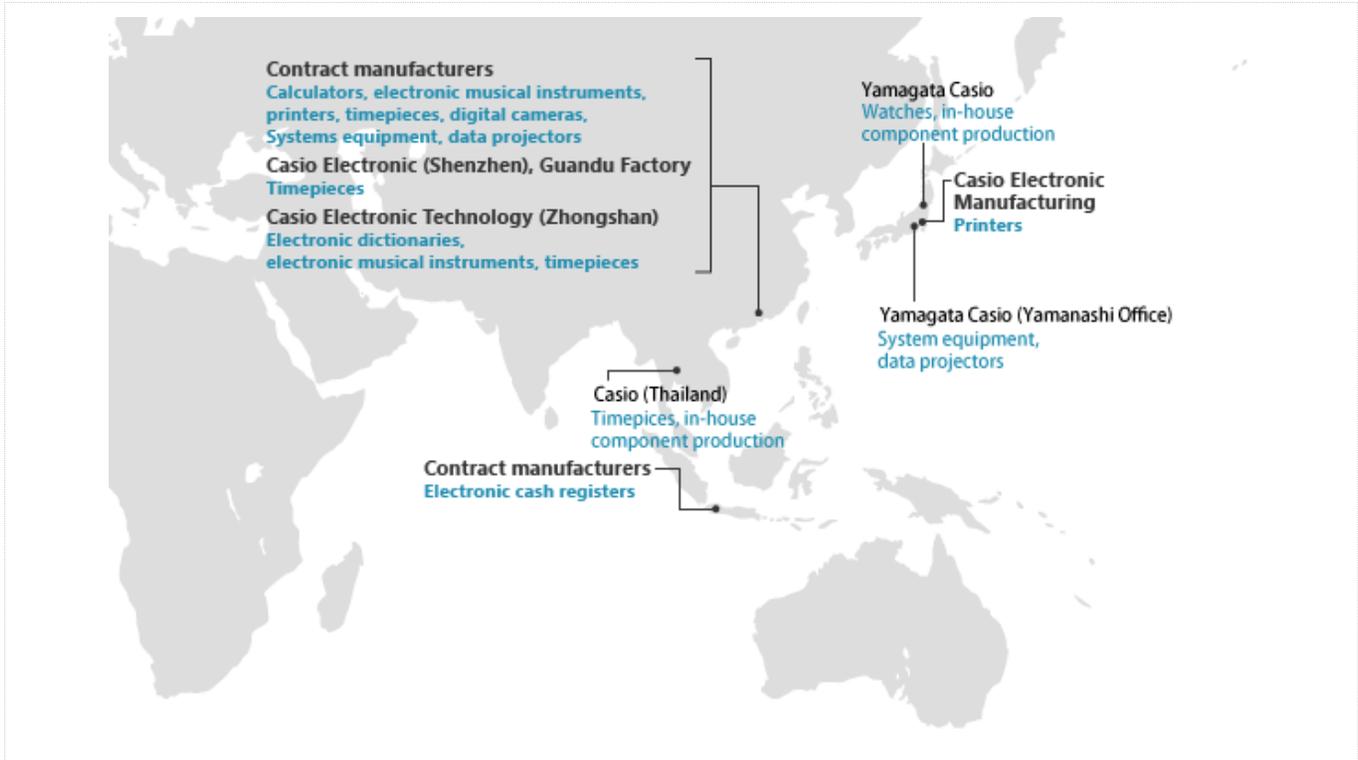
Casio will move to multisite production in other product categories in the future and build an even more sophisticated SCM system.

Diversifying production risk and producing core components in-house

Casio maintains a stable supply of products by having each production site manufacture multiple product items, and by ensuring that two different sites can produce any given Casio product.

The company is also increasing the internal production of components in order to protect newly created technologies and to reduce parts procurement risk.

Production sites for individual products



Highlight

Casio's new plant in Nakhonratchasima, Thailand, is located on high ground, making it less susceptible to floods. Casio has added the new plant to its existing major production sites with a view to enhancing business continuity planning (BCP) and diversifying risk through global manufacturing. Casio will continue to expand the plant's production scale and functions. In fiscal 2015, Casio plans to construct a third plant on the site and start production of calculators and electronic dictionaries, in order to provide a more stable, high-mix supply of products.



Casio Thailand