

Customer Satisfaction

Quality ISO Certification as a Business Firm on a National Scale

We have worked on “the enhancement of customer satisfaction”. One of our efforts for it was to promote the acquisition of Quality ISO certification in our sales departments which can be a very important contact point with our customers. In July, 2005, the headquarters and a part of the corporate departments acquired Quality ISO certification, and in July 2006, the sales departments and all the corporate departments supporting sales including regional branch and branch offices all over Japan acquired the certification of Quality ISO9001. (1,500 employees have acquired this certification.)



The Naka Division, Kasado Division, and affiliated companies that are in charge of manufacturing in our company received their ISO certification in 1995. Shortly thereafter, Hitachi High-Tech Fielding, a service affiliated company, also received it. In total, 6,200 employees in the manufacturing and service departments have received certification. Overall, 7,700 employees of the Hitachi High-Technologies Group have earned ISO qualification.

Now that the sales departments of Hitachi High-Technologies are ISO certified, it means that the customer-satisfaction-system in all fields; manufacturing, sales and service has been achieved. We intend to adhere to the Quality ISO Management System in order to guide our company and elevate the quality of business practices with a view to enhancing customer satisfaction further.

■Hitachi High-Technologies Corporation Quality Policy

In addition to contributing to social progress through high-tech solutions that emphasize **value creation**, Hitachi High-Technologies Corporation bases our commitment to continual improvement of quality management systems on an ethical and law-abiding foundation, with the goal of elevating the quality of our business practices and enhancing customer satisfaction in every area of our operations.

Adopted April 2, 2007

Enhance Customer Satisfaction by Strengthening the Quality Guarantee System

According to our “Quality Guarantee Policy” we are striving to improve the quality and safety in designing products based on the safety design standards, in examining the quality evaluation, and in confirming the operating situation after shipment. This policy ensures our quality guarantee system in manufacturing, safety of our products, and our customer’s satisfaction.

Continual Improvement through Measuring the Customer Satisfaction

We are continuously striving to improve customer satisfaction. This is an important issue as it concerns the Quality ISO in our daily business activities. Our method of improving satisfaction is simple. We first receive customer opinions from each department and then report them to top management people. Although this effort is made on a continuous basis, each department has their own particular method of collecting and dealing with customer response. The following describes how each of our departments goes about collecting customer opinion data.

The sales department entrusts questionnaires to third party participants. They collect the surveys about our correspondence to the customer first, and then relay the information to us so we can convey it to our business activities. The questionnaire consists of 30 evaluation points. Some areas evaluated in this type of questionnaire concern the correspondence of our business staff in charge and the products we have supplied to the customer. The manufacturing department has face-to-face meetings with customers to receive their frank opinions on performance, quality, and price of the product corresponding to the product evaluation we received through the questionnaires. The service department is building a system to offer “quick and perfect service” by receiving customer’s feedback through a questionnaire evaluation done at the time of service correspondence as well as questionnaires distributed and collected by third party participants.

In sum, the design and production department, sales department, and service department work together to elicit and understand the customer’s opinions and needs. We are continuously developing the quality of manufacturing, business, and service to expand business affairs and to contribute to society.