

IMPROVEMENT OF CUSTOMER SATISFACTION

Under its quality philosophy of “providing products that always make customers happy,” the OKI Group is moving ahead with initiatives that pay sufficient heed to safety concerns and user-friendliness in developing and providing products and services so they elicit customer satisfaction.

Quality Assurance System and Management

The “Quality Assurance Regulations,” the most significant rules among all quality-related rules and regulations of the company, defines OKI’s quality philosophy, responsibility and authority. Specific rules for activities based on these regulations are incorporated into the quality management system and operated in accordance with the nature of each operation. We have obtained ISO9001 certification at almost all our production sites, and have built the most appropriate quality control system for each production line or product.

Based on our “Product Safety Basic Policy,” OKI has made various efforts to ensure product safety, including the incorporation of provisions about product safety into agreements with our suppliers. For in the event of product accident, we have put in place rules to cope with any accident as the Group in a coordinated way. Also, continuous efforts are being made in each operation to incorporate the customers’ voices, which are received through daily communication and the surveys on their satisfaction levels, to improve our products, services and systems.

Supporting Enhancement of Manufacturing

We at OKI brought together our engineering functions—such as production control, product safety, environment and intellectual property—in the Engineering Support Center established in our Corporate (head office). We now use these gathered functions to support manufacturing in business sections and Group companies.

Taking production control as one of its functions, the Engineering Support Center holds the “OKI Group Production Reform Awards Presentation Meetings.” These provide an opportunity for staff from various bases to share their approaches to making reforms in order to involve peer groups. At the meeting held in December 2015, representatives from nine divisions, including overseas bases such as Thailand and China, gave presentations on various themes.



A scene at the December 2015 presentation

Initiatives to Improve Customer Satisfaction with Maintenance Service

An “IT Technology Contest” is held every year at OKI Customer Adtech, a maintenance service business, with the aim of improving the technical skills of customer engineers

(CE) who are responsible for maintenance tasks at customer-run sites and responding to malfunctions, and how effectively they respond to customers.

At the 22nd contest held in November 2015, 20 CEs selected from Group companies and business offices nationwide competed over the accuracy of their responses to scenarios where equipment at clients stopped working properly using onsite ATMs and servers as the non-functioning equipment. The judges, who also played the role of clients, checked various processes from arrival at a client’s place of business and repair work performed to departure from the standpoint of how important it is to respect what has been promised to clients in performing maintenance work and how reliable and skilled they are as engineers in performing repair and maintenance work. There was also a demonstration event on ATM unit repair tasks by our repair center, a logistics support section.



A CE showing his skills at the “IT Engineering Contest”

Universal Design Initiatives

OKI Group defines universal design as the achievement of a higher level of usability (basic user friendliness) and accessibility (consideration of elderly and disabled, etc.) in products and services so that all customers can use them properly, effectively and satisfactorily. User opinions gathered in verification experiments etc. are reflected in our products and services. For Automated Teller Machines (ATMs), one of our core products, we are working to improving operability by integrating universal design techniques such as handsets to enable the visually impaired to operate them using audio guidance and an ergonomic design that allows wheelchair users to get close to them.

In September 2015, as one way to bolster customer satisfaction (CS) at The Hyakugo Bank, Ltd. (head office is in Tsu City, Mie Prefecture), we upgraded all ATM screens to universal design fonts*.



Post-upgraded ATM screens

*Universal design fonts: Fonts that are designed by taking into consideration that, by using such fonts, anyone without regard to age, gender or disability can comfortably use products, services, residences, and facilities.