

RESPONSIBILITIES TO OUR CUSTOMERS

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 (ESC) 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 ESC holds the “OKI Group Production Reform Awards Presentation Meetings.” These provide a forum for those responsible for production innovation initiatives at bases in Japan and overseas to share outstanding initiatives within the Group and promote adoption of such initiatives at similar Group units. The number of initiatives leveraging IoT to improve productivity has increased in the past few years. At the ESC-sponsored conference held in December 2016, representatives of eight divisions gave presentations on the sub-theme of “Toward a ‘Visible, Connected, Living’ Factory.”



Projection Assembly System (PAS), a production support system that received first prize

Initiative to Improve Customer Satisfaction in Maintenance Service

With the aim of improving the technical capabilities of customer engineers (CE), which are responsible for equipment maintenance starting with repair work for customers, and improving how effectively CEs respond to customers, OKI

Customer Adtech, a maintenance service company, organizes an “IT Technology Contest” each year.

At the 23rd contest held in November 2016, 20 CEs selected from business offices and subsidiaries across Japan competed in two carefully orchestrated scenarios—an ATM installation job and responding to problems in a network for color LED multifunction printers—on the basis of their technical skill and how well they could explain the situation to customers.



CE at the “IT Technology Contest”

Universal Design Initiatives

The 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 improve operability by integrating universal design techniques such as handsets for the visually impaired that enable them to operate ATMs using audio guidance, an ergonomic design that allows wheelchair users to move in closer to ATMs, and the use of universal design fonts*1.

In September 2016, our ATMs for Japan Post Bank Co., Ltd. passed a color universal design (CUD)*2 verification test performed by NPO Color Universal Design Organization and received CUD recognition. The installation of these ATMs, which can display instructions in 16 languages so more people can use them, at FamilyMart convenience stores across Japan has proceeded gradually since commencing in January 2017.



*1 Universal design fonts: These fonts are designed in pursuit of typographic legibility and readability from the standpoint of universal design.

*2 CUD: This is an approach applied to products, services and information as well as buildings, facilities and environments so they are accessible to more people regardless of differences in how they perceive color.