

## Improvement of Customer Satisfaction

Under its quality philosophy of “providing products that always make customers happy,” OKI incorporates its “Product Safety Basic Policy” and related rules into its quality control system and operates them in accordance with the nature of each operation. Furthermore, we have obtained ISO9001 certification at all our production sites, and have built the most appropriate quality control system for each production line or product. 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.

### Newly Established Engineering Support Center

In April 2014, OKI established the Engineering Support Center at its corporate headquarters to strengthen the support across the Group in such areas as quality, engineering and production. By concentrating functions such as production management, product safety, the environment and intellectual property, which were previously dispersed across the divisions, into this center, efficient support can be provided to the manufacturing processes of operational divisions and each Group member, while further enhancing the risk management.

### Improvement of Training on Quality

OKI has provided training on quality for different types of employees at different levels, such as when joining OKI, after assigned to a department, and mid-level engineers. We have also offered various elective training programs, from among which each employee can choose the most appropriate program for his or her need.

For example, case-study presentations are held biannually in collaboration with its group company, OKI Software, at the Software center that provides support for software development for OKI’s information-related products, in order to put into practice our quality policy, “Act according to the basics, taking our customers’ satisfaction into consideration,” based on our quality philosophy. Another signature activity is the training for thoroughly implementing the operational rules for promoting product development projects. This training is intended for the thorough implementation of the interface unification between development sites and the Software Center at each focusing point in the projects. Other training programs include development of quality-check specialists, or QAers, and “e-learning for field operators,” held annually to prevent possible operational errors that software engineers are likely to commit at the clients’ sites. In this manner, we strive for the improvement of both software and operational qualities across all processes ranging from development to the operations at the clients’ sites.



Quality training

### Activities for Improving Customer Satisfaction in Maintenance Services

OKI Customer Adtech, the company undertaking maintenance services, holds an annual “IT Technology Competition” for customer engineers (CEs) who carry out maintenance operations and failure handling at the customers’ sites, with the aim of improving their technical abilities and customer support.

19 CEs selected from branches and group companies across Japan participated in its 20th competition in November 2013. The

participants were divided into ATM and printer categories to compete using their ability to provide customer support, in a simulated situation in which a customer’s device failed to function. They demonstrated how they could perform each process from customers’ perspectives, starting from the site visit, repair operation to exit from the site. The performance of the top engineer can be viewed from the company PCs and smartphones which all CEs possess, so that other CEs can learn how to excel in their maintenance operations and customer services, leading to the improved service quality of the entire Group.



Performance at the printer division

### Universal Design Initiatives

OKI Group achieves universal design at high levels of usability and accessibility (consideration for the elderly and disabled, etc.). We define this as a situation where all customers properly and efficiently use with satisfaction. User opinions gathered in verification experiments etc. are reflected in our products and services.

#### Example of introduction of universal design applied technology:

#### Sightseeing Application: Ise Tabi BarriPhone

In April 2013, OKI Consulting Solutions (OCS) fully launched an application named “Ise Tabi BarriPhone.” This smartphone & tablet application is intended to assist pedestrians to walk around the area, and was developed by OCS based on the plan by Ise Tabi BarriPhone Development Council (Secretariat: NPO Iseshima Barrier Free Tour Center).



Ms. Ayumi Noguchi

Secretariat of Ise Tabi BarriPhone Development Council  
(Executive officer of Iseshima Barrier Free Tour Center)

There are countless types of disabilities and accordingly, each person faces different types and degrees of barriers depending on his or her condition. Thus, mere information of whether certain places are barrier-free or not isn’t sufficient enough. A person can determine whether or not visiting a certain destination is possible, as well as what preparation he/she should make to visit there, if measurement data on the uneven pavements and slopes that are found in that area is provided. Ise BarriPhone was developed as “a device enabling easy updates and anytime-anywhere uses” of such information. I hope that similar services will be offered across the country in future so that more physically challenged persons can enjoy sightseeing at various places.

The application is intended to support the barrier-free tourism of Ise Jingu, and developed by OCS with the mandate from the Ministry of Land, Infrastructure, Transport and Tourism (MLIT), after the plan by the Development Council was adopted as MLIT's "Local project for supporting pedestrians' movements conforming to universally-designed society." Based on the tourism information provision system called "TweetLine@Kanko," OCS has completed this application that offers various types of sightseeing contents for various types of tourists visiting Ise Jingu, including senior citizens and physically challenged persons, providing them with information on facilities and



App's menu screen

shops, as well as safe routes and barrier information required by each person.

### Enhanced CSR Procurement Activities

To comply with social responsibilities while responding to our stakeholders' and customers' requests, cooperation from the suppliers within the supply chain is essential. Recognizing this point, OKI will dedicate itself to build a trusting relationship as a partner, and promote CSR procurement based on the "OKI Group Procurement Policy".

In fiscal 2013, based on the Japan Electronics and Information Technology Industries Association (JEITA)'s "Supply-Chain CSR Deployment Guidebook," we conducted a survey on our major suppliers in Japan, regarding their CSR promotion structures and the activities in the seven areas, including human rights, labor, quality and safety, as well as their status of the use of conflict minerals.

### Achievements in Fiscal 2013

## Good Communications with Shareholders and Investors

The OKI Group appropriately discloses useful information to shareholders and investors in a timely and appropriate manner, including, management strategies and operating results. We actively work on disclosure and IR activities, focused on the IR Unit which is dedicated to such work. The group also makes every effort to prevent insider trading.

### Corporate Briefing on Mid-term Business Plan

OKI recognizes that the appropriate utilization of the views of the market in management practices and business activities serves to further increase operating efficiency and raises corporate value. Based on this recognition, the President and the other members of the management team conduct investor briefings, hold IR meetings and engage in various other communication activities. In November 2013, corporate briefing was held to explain the company's mid-term business plan, where president Kawasaki gave a review on the Mid-term Business Plan 2013 (from fiscal 2011 to 2013) and explained the management policy, objectives and strategies for the Mid-term Business Plan 2016 (from fiscal 2014 to 2016).



Corporate Briefing (November, 2013)

### Communication via IR Website and Email Newsletters

OKI delivers e-mails called "OKI News Emails" (in Japanese and English) to approximately 1,500 corporate investors on an as-needed basis. The contents of the News Emails include financial closing information, filing information for stock markets, press releases for new products and services, and IR Website updates.

In order to maintain fairness in information disclosure, IR information, including financial closing information, is posted on its website (IR website) simultaneously in Japanese and English. The website is continuously improved to serve our investors better.

OKI's IR website received a bronze prize for "Gomez IR Site Comprehensive Ranking 2013" released by Gomez Consulting (Gomez) under Morningstar Japan in April, 2013.

### Thorough Prevention of Insider Trading

In order to protect shareholders and investors and gain the trust of securities markets, OKI Group clearly states in our OKI Group Code of Conduct that we will neither buy nor sell stock or other securities based on insider information, nor provide any such information to other parties. We strive to prevent insider trading.

In fiscal 2013, relevant rules were revised to better address the enhanced regulations on insider trading resulting from the amendment of Financial Instruments and Exchange Act in April 2014, which was communicated thoroughly to the employees of the Group through Intranet and company news.

### SRI Index Efforts

A socially responsible investing (SRI) index is a stock index which looks at CSR as important evaluation criteria in addition to financial aspects. As of April 1, 2014, OKI is a stock in the Morningstar Socially Responsible Investing Index (MS-SRI).\*

\* The Morningstar Socially Responsible Investment Index (MS-SRI) is the first socially responsible investment index in Japan. Morningstar Japan K.K. selects 150 companies from among companies in Japan by assessing their social responsibility, and converts their stock prices into the index.

