

## Improvement of Customer Satisfaction

Believing that quality entails “customer satisfaction,” OKI’s quality philosophy focuses on “providing products that always make customers happy.” OKI’s Quality Assurance Regulations and Product Safety Basic Policy define the company’s quality philosophy, responsibility, authority, etc. These philosophy, regulations and policy are incorporated into the quality management system of each business division, in accordance with its unique business characteristics. 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.

### Initiatives to Strengthen Manufacturing

OKI is in charge of the entire Group’s production management function which works to optimally use the entire group’s production resources and coordinate issues, and the product safety management function which handles the Consumer Products Safety Act, Product Liability Act, etc. Therefore, corporate headquarters has a Production & Product Safety Department. This office aims to enhance our organizational abilities in “manufacturing” which links directly to quality. Since fiscal 2011, OKI Group has held Workshops on Production Reform and Improvement. At the second workshop



held in December 2012, we shared use cases of 8 business units at Group production sites in Japan and overseas.

Activity results presentation at Workshop on Production Reform and Improvement

### 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. An example is the Company Network System Business Department, which holds quality seminars for employees twice each year, to practice our quality policy of “Build customer trust by quality” created based on our quality philosophy. This provides training which directly links to practical work: policy explanation by the department manager, quality situation analysis results, examples of successes and failures explained by people who experienced them, etc. To make it easier for people to participate from each site, the Visual Nexus video meeting system (a product of that business unit) is



Seminar on quality

used to link multiple sites for training.

Also, that business unit is aware of the importance of fostering project managers (PM) who are key people for maintaining and enhancing quality. Therefore, they also provide PM training for mid-level engineers. They put effort into providing practical know-how. For example, the training discusses causes of failures and methods to avoid common issues which easily trouble PMs.

### Customer Comments for Feedback on Product Development

OKI Data operates our printers business. For customers to be consistently satisfied when using its products, it collects customer satisfaction surveys and failure information each month globally. The customer desires and quality problems obtained thereby are summarized in a Customer Service Feedback Request Form, and a Customer Service Feedback Checklist. These are shared with each stage of new product development, as we work to use this feedback to make better products. In fiscal 2012, we also began visiting overseas sales subsidiaries and agencies, to directly collect product requests and customer comments.

And in Japan, about 300 to 500 customers who registered as buyers of the COREFIDO series LED printers launched in 2009 submit survey forms on why they bought the printer, its performance, ease of use, etc. Those results are used when developing new products of the series.

### 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: Workwel Communicator supports telework of severely disabled

Qol Co., Ltd. operates a prescription pharmacy business nationwide. It has the special purpose subsidiary\* Qol-Assist, Co., Ltd., which provides telework to the severely disabled. As a mechanism for teleworkers to easily communicate and exchange information in each region nationwide, Qol-Assist introduced the Multipoint Voice Communication System (Workwel Communicator) for telework, developed by OKI Group’s special purpose subsidiary WorkWel (OWW), with technical cooperation from OKI’s research and development center.

Workwel Communicator is a system which OWW itself uses daily. For working at home, we focused on the fact that voice communication is more effective than video, so it is focused on voice phone calls. Multiple virtual conference

rooms are set up in the system, to enable timely information sharing. The user interface applies OKI's universal design concepts. It has an automatic speech function with standard conversation texts stored, etc.

\* Special purpose subsidiary: Company established to provide special considerations for the employment of challenged people, as defined in the Act on Employment Promotion etc. of Persons with Disabilities.



Telework



Qol-Assist Co., Ltd.  
Director and Gen. Mgr. of  
Telework Dept.  
Challenged Employment  
Living Advisor  
Ei Aoki

In a system for teleworkers, video calls which see into their homes is not needed, but virtual conference rooms where members can speak freely are essential. Using the Workwel Communicator solidly enhances employees' communication and conversation abilities. It is highly evaluated by teleworkers, who say "It gives me the feeling that I went to the office," "I get a strong feeling that I am working" and "I don't feel alone."

## Achievements in Fiscal 2012

# Good Communications with Shareholders and Investors

The OKI Group appropriately discloses useful information to shareholders and investors in a timely 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.

it. Our site won the bronze award in the "Gomez IR Site Comprehensive Ranking 2013" from the Gomez Consulting Division of Morningstar Japan, Inc., as announced in March 2013.



We also send OKI News Emails (in Japanese and English) to approximately 1,500 people, including our institutional investors. This email newsletter includes the latest financial results, information on filings to securities exchanges, press releases on topics such as new products and services, and information on updates to our IR Website.

### Briefing Focusing on Printer Business Strategy

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 raise 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 fiscal 2012, we worked to provide fast and accurate disclosures and explanations of information on inappropriate accounting practices in an overseas subsidiary; we also held a corporate briefing on our printer business strategy, which is a key aspect of our mid-term business plan, where the President of OKI and the President of OKI Data which operates our printer business explained the positioning and growth strategy for our printer business.



Corporate briefing on printer business strategy (March 2013)

### Communication via IR Website and Email Newsletters

OKI has an IR Website where a range of investor relations information, including financial data, is posted simultaneously in English and Japanese, in order to maintain fairness in information disclosure. We aim to make the site more accessible to investors, and are continually working to improve

### 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 2012, this was a theme at our Compliance Managers Training, where we discussed cases of violations at other companies in recent years, as we renew our efforts for thorough prevention.

### 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, 2013, 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 approximately 3,600 listed companies in Japan by assessing their social responsibility, and converts their stock prices into the index.

