

Improvement of Customer Satisfaction

The OKI Group is dedicated to the development and supply of products and services that will ensure continued customer satisfaction, with proper emphasis on safety and ease of use.

Reinforcement of Quality Management Systems

Establishment of Company-wide Quality Improvement Program

OKI has implemented a company-wide quality improvement program since 2005 in order to promote customer-oriented quality assurance activities in close cooperation between the company's R&D division and group companies responsible for maintenance and support. Under the program, we have established key quality performance indicators*¹ (KPIs) for issues deemed important to customers, and made corrective measures for improvement.

Although overall quality performance has been improved through our efforts for the program, we have not yet achieved our goals in terms of TAT*², the time taken to complete a whole process of receiving a complaint from a customer, analyzing the cause of the complaint, and making an appropriate response to the customer. In the fiscal year ended March 2008, we focused on the improvement of TAT as one of our important agendas, analyzed the whole process from the customer's notification to the response, set a TAT target for each subprocess, and made necessary corrective measures. As a result, we were able to get closer to target level. We will continue to make every effort until we always meet our targets for quality performance.

*¹ A KPI, a Key Performance Indicator, is an indicator to evaluate a factor to be focused for a certain goal.
*² TAT stands for turnaround time, the time taken to complete a certain task.

Strengthening Interactions Within the Group About Product Safety Risks

Establishing the Group's Cooperative Framework for Responding to Product Accidents

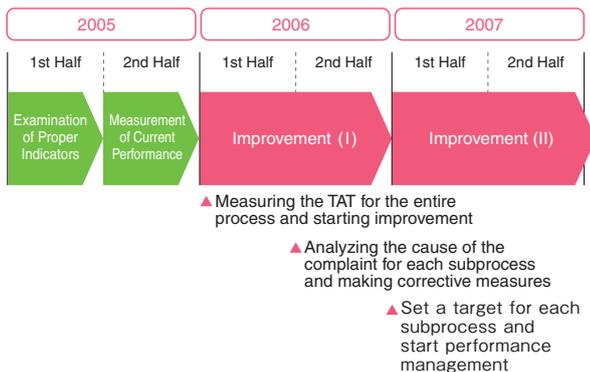
OKI established a set of rules for coping with accidents arising from product deficiency in the fiscal year ended March 2007. These rules specify necessary procedures for actions to be taken in case of such accident, including the establishment of a task force, the adoption of a remedial measure, the notification of the accident to the market and society, the implementation of a recall, and the development of a preventive measure.

In the fiscal year ended March 2008, OKI established a cooperative framework for the group within which different companies can work together efficiently by rolling out these rules to the other group companies and coordinating them with the rules established by each company to cope with similar accidents.

Product Safety and Technology Compliance Initiatives

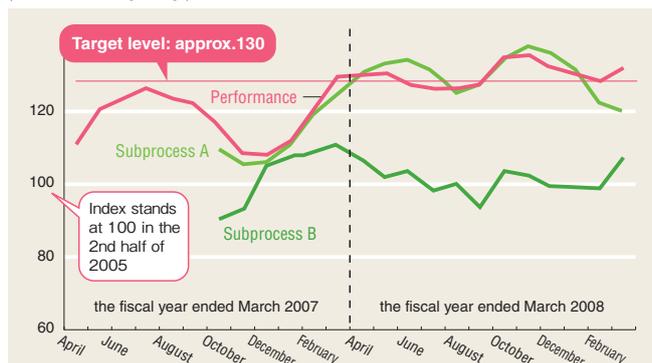
In order to improve the safety of its products, the OKI Group has been active in ensuring the full compliance with the four safety technology laws* under the leadership of the Product Safety and Technology Committee. The group has improved communication among corporate divisions, in-house companies and group companies so that each issue can be properly addressed in order to ensure compliance with laws, regulations and certification requirements at all areas of business operation

» Efforts for the Company-wide Quality Improvement Program



» Changes in time taken to make a response to a customer

(Performance between 2006 and 2007. The index stands at 100 in the 2nd half of 2005. (three-month moving average))



Focal Points for the Fiscal Year Ended March 2008

- Establish quality incident response rules at each group company
- Promote initiatives to more fully inform customers of our quality assurance and product safety activities
- Expand application of universal design techniques

Main Initiatives in the Fiscal Year Ended March 2008

- **Established the group's cooperative framework for responding to product accidents**
- **Improved customer/market interfaces using guidelines for consumer products as a reference**
- **Developed Workwel Communicator and other systems**

Focal Points for the Fiscal Year Ending March 2009

- Facilitate information sharing within the group for preventing product accidents
- Review quality education based on changes in demand
- Expand application of universal design technique

including design, manufacturing, procurement, sales and maintenance services. In order to sustain these measures over time, the results of corrective measures and the challenges to be addressed are shared by the Product Safety and Technology Committee for equalization.



Compliance seminar on the four laws for employees

In the fiscal year ended March 2008, OKI requested the understanding and cooperation of its business partners with respect to compliance with the four safety technology laws. We exchanged memorandums with approximately 20 business partners about their compliance with the laws by the end of 2007.

* The four safety technology laws consist of major legal requirements and voluntary regulations pertaining to the safety of information technology equipment in Japan. More specifically, they are the Electrical Appliance and Material Safety Law, the Telecommunications Business Laws, the Radio Law, and the Regulations of the Voluntary Control Council for Interference by Information Technology Equipment (VCCI).

Promoting Initiatives to Inform Customers of OKI's Quality Assurance and Product Safety Activities

Improving customer/market Interfaces Using Guidelines for Consumer Products as a Reference

In the fiscal year ended March 2008, the Ministry of Economy, Trade and Industry issued the Guidelines for the Formulation of Voluntary Product Safety Action Plans for manufacturers of consumer products*¹. Although the majority of our products are not defined as consumer products and are designed for specific customers such as governmental agencies and business customers, we have used the guidelines in order to improve our product safety efforts. As part of such efforts, we opened a contact point about product safety and quality deficiency on our web site in August 2007. Although we have received no notification about product accidents*² as of July 2008, there have been a number of inquiries about product usage and the availability of particular parts. In this sense, the contact point is very useful to understand potential customer needs. We will continue to utilize it as a means of communication with customers.

We also plan to establish a voluntary product safety action plan for our non-consumer products based on the same guidelines, disclose such plan to inform customers of our quality assurance and product safety efforts.

*¹ A consumer product is a product purchased and/or used by consumers.

*² A product accident is defined as any accident that may cause a damage to consumers or their properties.

Initiatives to Improve Customer Satisfaction (CS)

Continuously Conducting CS Surveys on Our Products and Activities

In order to reflect opinions from customers and potential customer needs in its products and activities, the OKI Group has conducted customer satisfaction surveys.

In the fiscal year ended March 2007, we conducted a satisfaction survey of customers in the financial industry about ATM-BankIT, an ATM (automated teller machine) launched in the same year. It was followed by a customer satisfaction survey about different areas of activities of the OKI Group including sales, proposals, development and maintenance, introduced in the fiscal year ended March 2008. More specifically, the respondents of this survey, representatives from the administrative or system divisions of approximately 60 customers, are asked to answer various questions in six categories on a scale of one to ten. We have also asked them to write their opinions and comments as they like.

The results of the survey have been disclosed to all respondents with our explanation. If we obtain any opinions from customers at this stage, we feed them back to the OKI Group. Based on the results of the survey and feedbacks from customers, we understand our weakness and examine what to be done in the future by each business unit. If there are any problems to be shared across the group, we hold briefing sessions at relevant business units of the group on such problems and solutions thereto.

The OKI will continue to conduct this survey, utilize the results thereof as useful indicators, and thus further improve customer satisfaction.

» A valuation analysis of the results of OKI's CS survey

