

Earning the Confidence of Customers

Striving to improve customer satisfaction in various ways, including product quality, safety and usability

Basic Concept

Konica Minolta aims to build solid relationships of trust with its customers through the provision of products and services that benefit them. In order to realize this goal, Konica Minolta pursues quality assurance with safety as the top priority, striving to improve the satisfaction of customers worldwide in various ways, including making products easier to use, and enhancing their functionality through customer feedback.

Based on the Konica Minolta Quality Management Policy, these activities are carried out as Group-wide initiatives and as each business company's initiatives. On the Group level, Konica Minolta Holdings, Inc. establishes a strategy to improve customer satisfaction. Each business company develops activities that suit the characteristics of individual businesses.

Quality Management

Quality Management Policy

The Konica Minolta Quality Management Policy has been established as the basic approach for gaining customer satisfaction and confidence. By sharing this policy with Group companies worldwide, Konica Minolta is ensuring that customers' satisfaction and quality of products are always considered first.

In order to realize this policy, important measures and targets for entire Group have been prepared in the form of a medium-term quality management plan. Each company is working to achieve its targets.

Quality Management System

Konica Minolta Holdings has appointed an executive officer in charge of CSR with the authority and responsibility for Group-wide quality assurance. Directors in charge of quality have also been appointed at each business company and common function company, with the authority and responsibility for quality at their individual operations.

As a body for the control and promotion of Group-wide quality management, Konica Minolta has set

COLUMN

Pursuit of Universal Design

Konica Minolta creates products based on the concept of universal design. This involves accessibility, so that anyone regardless of age, gender, stature, or disability can use a product with practically the same degree of ease. It also involves usability, which means making a product as comfortable to use as possible.

Universal design is particularly important for products like MFPs, which are often shared by many people working in an office. In light of this, Konica Minolta has prepared its own Universal Design Guidelines based on detailed proprietary standards, and is designing products according to these guidelines. The company also tests the products' usability by having people in wheelchairs and senior citizens use products and provide feedback. The company also conducts verification under various potential usage conditions. Konica Minolta aims to realize products where universal design is not an option but a standard specification, based on the belief that this kind of design is simply common sense and should be available to everyone.

Introduction of Color Universal Design

There is variation in the way individuals perceive colors, and many people find it difficult to see certain hues. Therefore, color universal design seeks to ensure that information is properly conveyed to all people regardless of their color perception.

Starting with the color MFP bizhub C650/C550, launched in 2007, Konica Minolta has employed this concept when designing the colors of indicator lights and the colors and shapes of operation buttons. The bizhub C650/C550 has received the color universal design (CUD) certification mark from the non-profit Color Universal Design Organization (CUDO). Konica Minolta actively obtains the same certification with new MFP products.



up the Quality Committee, which is chaired by the executive officer in charge of CSR and composed of the presidents or the directors in charge of quality from individual companies. The Quality Committee shares quality issues and initiatives from Group companies, and decides on Group-wide policies and measures for quality enhancement. The presidents or the directors in charge of quality take the decisions back to their respective companies, and use them to implement specific initiatives.

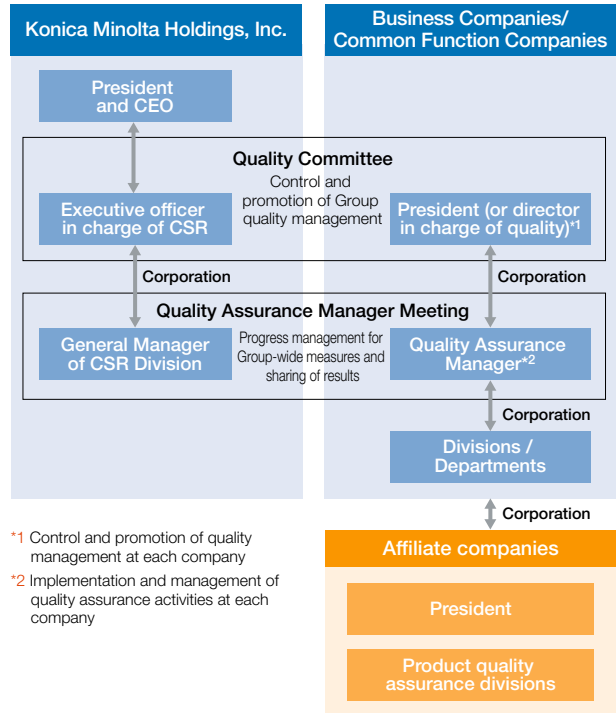
Konica Minolta Quality Policy (excerpts)

The Konica Minolta Group ensures maximum satisfaction and trust by our customers, paying the utmost attention to our customers and giving our top priority to the quality of products and services.

Our concept is to make steady progress in quality based on quantitative measurement and analysis of accurate data. This basic concept is demonstrated in the following affirmation:

1. Achieving the industry's top level Customer Satisfaction
2. Providing advanced products that satisfy customers' potential needs
3. Establishment and development of a global Quality System
4. Quality Management in the total life cycle of products and services
5. Continued enhancement of Quality Assurance Process
6. Minimization of product quality risks
7. Disclosure of product safety information

Group Quality Management System



Initiatives for the MFP bizhub Series

- Operation panel that can be tilted easily for greater operability
- LCD touch panel that enables users to magnify the display by one-touch operation
- Start button and data light employing a blue LED that is easy to distinguish



- Paper outlet colored gray to make white paper stand out, and with grooves to enable users to pick up paper with greater ease

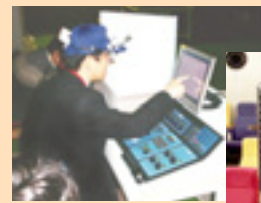
- "Free-grip" that can be grasped from above and below



bizhub C652/C552

Initiatives for Planetarium Equipment

The idea of universal design has also been employed for the layout of the operation keys and the touch panels of planetarium operation consoles. The design concept strives to offer comfortable usability for wheelchair users and people of shorter stature. It also offers understandability and ease of use both for novices and experts.



Evaluation of a prototype



SUPER MEDIAGLOVE-II digital planetarium

Earning the Confidence of Customers

Individual Company Initiatives (1) Konica Minolta Business Technologies, Inc.

Konica Minolta Business Technologies, Inc. (Business Technologies) provides equipment for offices and production printing markets around the world, including digital multi-functional peripherals (MFPs) and printers. The company believes that creating products and providing services from the customer's perspective is paramount. Therefore, Business Technologies has created various mechanisms to facilitate this. Requests and comments from customers are carefully gathered, and the relevant information is then quickly relayed to various departments in the company for making improvements.

In order to maintain and improve quality and ensure customer satisfaction, the company places top priority on product safety, while improving its evaluation and analysis abilities for introducing new technologies.



The bizhub series MFP

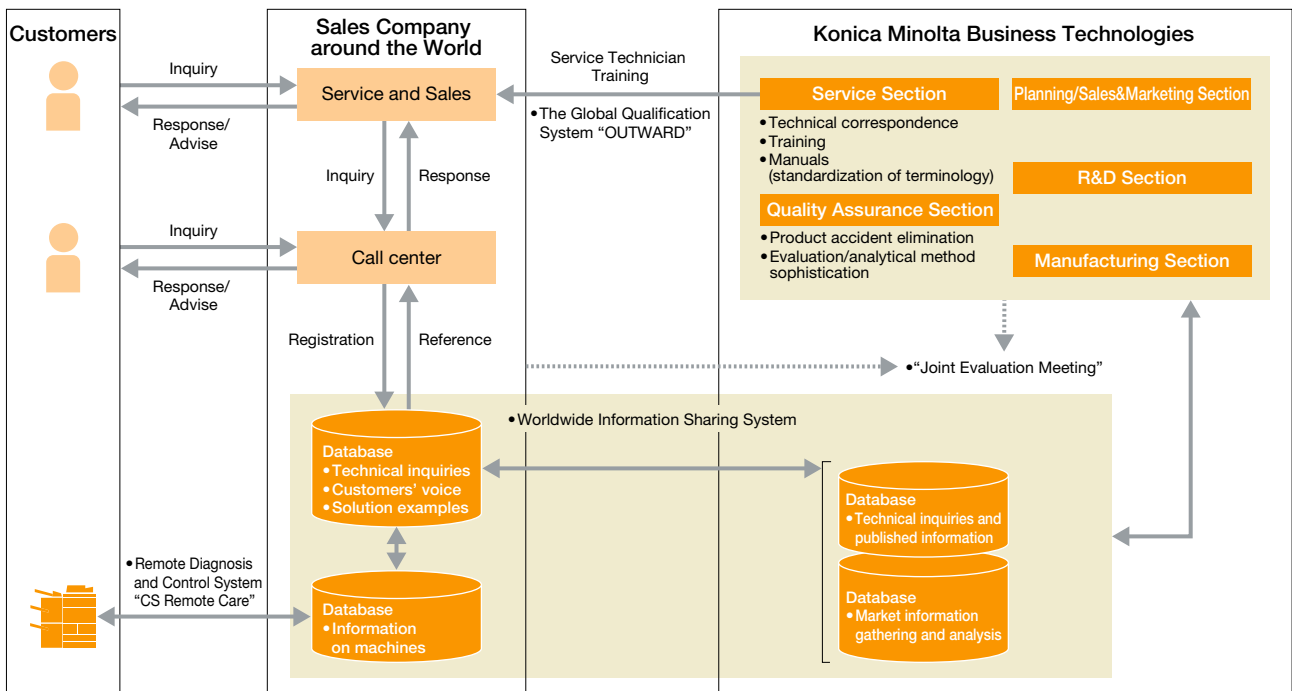
Worldwide Information Sharing System

Business Technologies organizes the information gathered from call centers worldwide in a database using a standardized global system. The information is then shared throughout the company at every level, from development to production, quality assurance, and sales. Business Technologies strives to quickly identify latent problems through effective data analysis and to efficiently relay information to relevant departments.

Joint Evaluation Meeting

Business Technologies holds Joint Evaluation Meetings in the design stage for the development of key models. The meetings are attended by customer service engineers and marketing staff from its major sales companies around the world. Together with R&D engineers, evaluations are carried out concerning prototype safety, operability and serviceability. By reflecting a customer-conscious perspective in the development stage, Business Technologies is working to create even better products.

Initiatives for Improving Customer Satisfaction



Test Laboratory for Combustion Testing

Business Technologies designs its products to eliminate any chance of them catching fire or emitting smoke. However, in the event that such an incident or a building fire should occur, products must have a fire-resistant design to prevent the spread of fire. Therefore, fire-retardant plastics are selected when designing products. In order to get accurate data on fire safety, products need to be subjected to combustion testing.

A laboratory for reliability testing was built in January 2009 in order to accommodate combustion testing. Now detailed combustion information can be obtained for products using this laboratory with its cutting-edge analysis equipment. The facility is also equipped with sophisticated smoke elimination technology, thereby allowing combustion testing without any impact on the neighboring environment.

Initiative for the Development of Quiet Products

Business Technologies is pursuing the development of quiet products that do not disturb the office environment, by measuring and analyzing various sounds that are generated by MFPs and printers.

In fiscal 2008, the company established an acoustic test laboratory with world-class acoustics features, for which it obtained ISO/IEC 17025*1 accreditation from the National Institute of Standards and Technology in the U.S. As a result, Business Technologies is now able to perform noise-level measurements required for the German environmental protection label Blue Angel mark.



The inside of the acoustic test laboratory

*1 ISO/IEC 17025: General requirements for testing and calibration laboratory competency

TOPICS

Remote Support Center for On-Demand Printing

Business Technologies provides remote support, 365 days a year, to clients of its on-demand printing system*2, in order to handle equipment problems in real time. At the remote support center that serves as the base for this service, operators with specialized knowledge in desktop publishing and engineers skilled in equipment maintenance work together to resolve client issues.

When a call comes in, the operator confirms the malfunction situation and performs a remote diagnosis of the client's printing system via telecommunication lines before taking the appropriate measures and giving advice to the client. Since the operator can view the same screen as the client, he or she can offer tailored support based on an accurate understanding of the situation.

*2 On-demand printing system: A system that prints a required volume of copies upon request. Color MFPs enable fast and low-cost printing by directly reproducing and printing information from computers.



The test lab at the remote support center in Tokyo

Voice

Making an effort to understand the client's situation

In order to meet the needs of printing professionals, we need more than just knowledge of our own company's products. For problems like slow printing or unfaithful color rendering, we would also need to consider such issues as the printing data and the applications used to prepare it, in order to provide a solution that meets the client's need. Even though we are providing remote support, we try to visualize the faces of our clients, and we do our best to understand the circumstances of each of them.



Staff at the Remote Support Center

Earning the Confidence of Customers

Individual Company Initiatives (2) Konica Minolta Medical & Graphic, Inc.

When making medical equipment for diagnoses not only are product safety and high quality very important, but rapid response to any malfunctions or customer questions is also critical.

Konica Minolta Medical & Graphic, Inc. manufactures and sells products such as digital X-ray image digitizers, and digital phase contrast mammography (PCM) X-ray systems. Along with establishing high quality standards that exceed the standards of countries around the world, the company gathers all information relating to product malfunctions and market needs, and is building a system for prompt customer response.



PLAUDR C30 digital radiography

Risk Management that Enables Quick Response

Based on pre-established rules, Konica Minolta Medical & Graphic gathers, investigates, and sorts information obtained from customers worldwide. The information is then used for quality improvement.

As part of this effort, the company has established an instant response system for information relating to product safety using risk management methods. Specifically, a risk map is created after identifying various risks and sorting them into categories of urgency, frequency of occurrence, and severity. By clarifying criteria in each possible case, the company is able to respond quickly to the market and improve its basic cause investigation abilities and procedures.

Call Center with Remote Function Capability

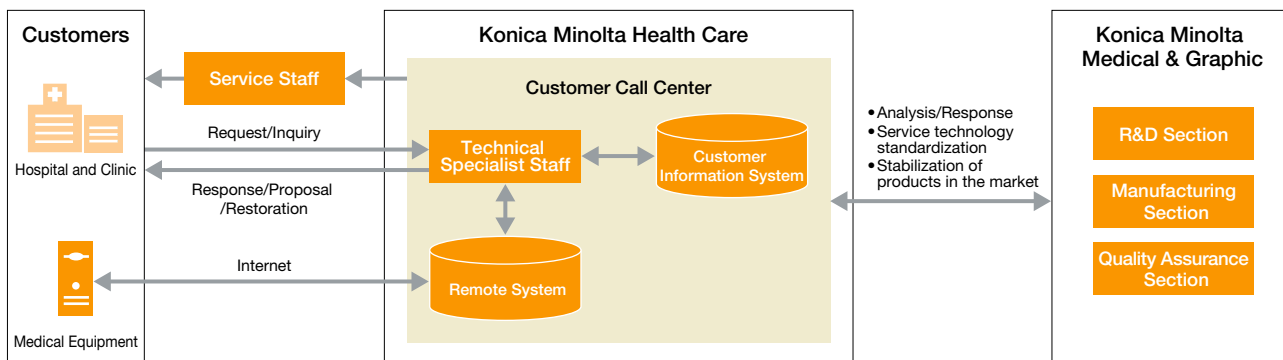
Digital and network technologies are rapidly expanding in community healthcare clinics. In order to support these clinics, Konica Minolta Medical & Graphic established a call center in Konica Minolta Healthcare Co., Ltd., (a sales and services company in Japan), which is staffed with full-time specialist technicians who directly respond to calls 24 hours a day, 365 days a year.

Having obtained ISMS* certification (ISO 27001), this call center is equipped with a high security operating system that provides remote services through the Internet.

This service enables staff to explain equipment instruction to customers while they view a medical device operation screen, and also permits staff to handle software problems remotely. By being provided with operation reports based on the device information obtained, customers can use them to understand the operating conditions of their equipment, to manage supplies, and to improve healthcare performance.

* Information Security Management System (ISMS)

Call Center System



Individual Company Initiatives (3) Konica Minolta Opto, Inc.

Konica Minolta Opto, Inc. has developed measurement technology, precision processing, and optical design technology over many years. Utilizing these technologies, the company provides optical application products and various components to customers worldwide including electronics companies, to support the quality of their communication devices and digital consumer products.

The field of high-tech electronics requires an advanced level of quality management and an extreme level of technological innovation. Therefore, in order to deliver products with the world's best quality, Konica Minolta Opto carries out thorough product checks based on its own policies for quality and using its own reliable data. In this way, the company promotes ongoing quality improvement.



Pickup lenses

Quality Improvement through Process Improvement Activities

Process Improvement Activities are initiatives to address issues voluntarily decided in each workplace, to prevent quality problems before they occur and to share information and technologies obtained during the process. These activities are being pursued throughout the entire Konica Minolta Group.

In addition to quality improvement in individual processes, Konica Minolta Opto utilizes these activities even in the area of personnel development in the Manufacturing Division, where the business is growing. The number of participants and activities has doubled in recent years. In particular, the number of activities at production bases outside Japan has increased rapidly and now account for about half of all the company's process improvement activities.



Process improvement activity block competition in China

Individual Company Initiatives (4) Konica Minolta Sensing, Inc.

Konica Minolta Sensing, Inc., supplies industrial measuring instruments used in many different sectors. The company's products are used as standard measuring equipment at many companies, and include luminance meters used for development and manufacturing in various fields and color-measuring instruments used for product color management.

These measuring instruments are made according to particularly stringent requirements. Not only should they support the quality management activities of customers, they must also guarantee accuracy with a high degree of reliability while minimizing downtime in the event of a breakdown.

Consequently, Konica Minolta Sensing is pursuing various measures, including product development and services that lighten the burden on customers, as well as ensuring traceability that meets international standards.



Spectrophotometer CM-700d/600d

On-Site Services and Faster Inspection and Repair Times

Konica Minolta Sensing is working to reduce the total product repair time required from reception to delivery, while upgrading business processes and improving the skills of its repair technicians. Moreover, by simplifying the service fees system and providing the information on the company website and in pamphlets, customers no longer waste time requesting estimates for inspection and repair.

The company has also set up a system to provide customers with a temporary replacement while their product is being inspected or repaired. The new service has been particularly well received in Japan, and since its start in July 2007, the number of customers using it has steadily risen.

In addition, the company offers on-site service by dispatching repair technicians to visit customers directly. The need for this service is particularly high in Europe, and in the area of color-measuring instruments for solid objects, about 40% of customers that request inspection or repairs use the service.