

Quality Management

Ensuring safety and reliability for products and services while building an integrated quality assurance system Group-wide

A quality assurance system in line with our quality policy

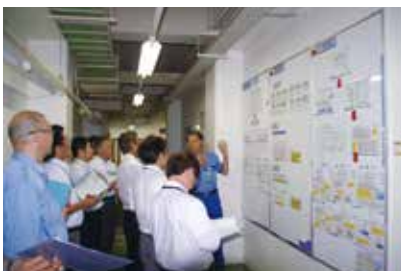
Konica Minolta aspires to maximize customer satisfaction and trust by providing products and services of superior value. The Group has articulated its basic approach to accomplishing this in the Konica Minolta Quality Policy, which governs Group companies worldwide.

An issue of particular importance is ensuring safe, reliable products and services. Accordingly, Konica Minolta has established a unified quality assurance system across the Group and addresses quality assurance in terms of the entire product lifecycle. Konica Minolta is determined to help create a better world by resolving customers' problems. To do this, it seeks to build deeper relationships with customers so that it can identify and satisfy both apparent and latent needs.

Sharing quality issues within the Group and cross-deploying countermeasures

Konica Minolta is accelerating its Group-wide effort to share information regarding quality problems and cross-deploy countermeasures as "One Konica Minolta," a policy launched in fiscal 2013. The goal is to increase sensitivity to quality issues, thereby resolving problems early on and ensuring better response.

In fiscal 2014, the Group conducted Production Capability Assessments at 19 production sites, including sites outside Japan. Site personnel at one site act as assessors at different sites, conducting assessments that quantify different aspects including the 5Ss (Sort, Straighten, Shine, Standardize, and Sustain), visualization, elimination of inefficiencies, and factory management. These efforts seek to share issues with production capability across all business segments. In terms of the 5Ss and visualization, presenting ideals as guidelines encourages proactive improvements on the production floor. Additionally, good practices are cross-deployed by sharing assessment results and examples of initiatives from each site on the Company intranet.



Production Capability Assessment

Global Customer Relations Conference held to share local information globally

Since fiscal 2013, Konica Minolta has held an annual Global Customer Relations Conference in collaboration with sales companies in and outside Japan. The sharing of various issues and initiatives in the improvement of customer relationships around the world and the knowledge gained from those efforts lead to the pursuit of best practices Group-wide.

In fiscal 2014, the second conference was held in January and was attended by customer relationship managers from sales companies in Japan, the U.S., Europe, and the Asia Pacific region, as well as members of the development, production, and marketing departments. The conference was a vehicle for sharing knowledge on such issues as the establishment and utilization of global KPI and the adoption of a "transaction survey" to measure customer satisfaction in response to each company's actions. Participants also took part in a Customer Value Creation Workshop implemented in Japan ahead of other countries, and participants learned methods for thinking about value from the customer's point of view.



Global Customer Relations Conference

Focused Topic

Konica Minolta ranked first place in Quality Management Level Research

Konica Minolta ranked first place overall on the 8th JUSE Quality Management Level Research, announced by the Union of Japanese Scientists and Engineers in October 2014. It earned the top position in two out of six assessment areas: customer orientation, and system utilization and deployment capability. It also received top-three assessments in the training of human resources who carry out quality management and in the management of reliability, safety, and trust.

The Company believes that the results reflect recognition of the way Konica Minolta has globally developed a system for quality improvement through development-production-marketing cooperation and pursued customer value with a customer-centric focus.