

Special Report : For Our Customers' Smiles

Sales



What I keep in mind toward building a win-win relationship with my customers is, first, "reflect the comments of our customers faithfully in the company," secondly, "take action to address each complaint on the same day," and thirdly, "continue our relationship of trust with our customers." As the result of my efforts, one of my customers invited me to a farewell party for a key person who was about to retire. I attended the party and saw "a thank-you smile." That is my HiKQ.

Homare Watanabe
Chubu Area Operation

I am now in charge of sales of broadcasting systems for the key stations in Tokyo and for communication satellite (CS) stations. The customer-oriented "heart of HiKQ" is essential for sales personnel. As a woman, I remember to exercise meticulous care and customer follow-up in engaging in my sales activities. I think that by making a committed response in case we have inconvenienced our customers, I enhance my relationship of trust with my customers and believe that such efforts will then lead to customer satisfaction.



Madoka Kuhara
Sales Department II,
Broadcast Systems Sales Center

HiKQ innovation activities

I am in charge of maintenance service for semiconductor manufacturing equipment in the Hokuriku region.

I keep in touch with my customers on the forefront every day. In reports after the end of work, I monitor what my customers need through casual conversations. I remember to think of that and act on it on my own in my activities.



Yuichi Hori
Kokusai Electric
Semiconductor Service Inc.

Maintenance

My main duty is to maintain equipment for disaster monitoring, intruder detection, burglar alarm facilities, and other monitoring systems. To allow our customers to use such equipment securely and reliably, I remember to propose repair plans and make easy-to-understand reports from a customer's point of view. I will continue to improve my skills and improve my service quality based on the basic principle of achieving customer satisfaction.



Toshihiro Takahashi
Hitachi Kokusai Electric Services Inc.

Quality assurance

I am in charge of evaluating software quality for wireless communication systems. In addition to the basis of quality assurance being "eliminating external defectives," I do work these days by keeping in mind the spirit of "HiKQ" so that I can identify and correct imperfect specifications in terms of the system and other faults, while thinking of our customers' methods of operation when conducting design reviews and evaluations of processes upstream of the design process, in order to offer products that our customers really need.

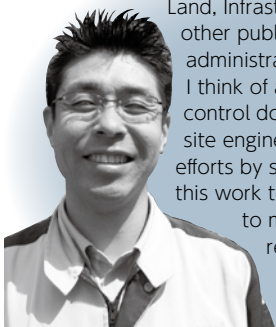


Takuro Furusho
Software Quality Control Section,
Quality Assurance Center

Installation

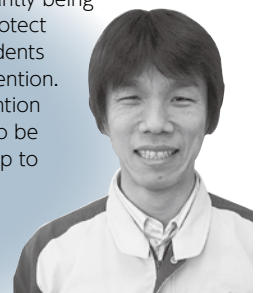
I support the construction engineers (such as giving advice on installation control in contractor work) with regard to monitoring systems for the Ministry of Land, Infrastructure, Transport and Tourism and other public entities and disaster prevention administrative wireless systems.

I think of and act on "what kind of installation control do my customers need" together with the site engineers. When a customer recognizes my efforts by saying "I'm so glad that I commissioned this work to Hitachi Kokusai Electric," smiles come to me spontaneously and I feel that I have really accomplished something.



Shigemitsu Nezaki
Construction Center

I am in charge of site installation work for disaster-prevention administrative wireless systems for regional autonomous bodies. I remember to conduct secure work while constantly being aware that the systems we deliver will help to protect the "safety and security" of local community residents through the customers in charge of disaster prevention. What I could see at the scenes of disaster prevention actions are the "smiles of relief." I find my duty to be worthwhile because the systems I deliver can help to prevent disasters.



Shinichi Kawaguchi
Emergency Communication System Engineering
Department,
Wireless Communication System Engineering Center

Determined to create a new corporate culture, we established the logo mark as shown to the right for our HiKQ innovation activities and display it on our business cards and other items.



Engineering

I am in charge of designing aviation equipment in the Defense Electronics Division. Product value lies not only in the aspect of meeting the specifications but also in user-friendliness and other invisible aspects as well. I always remember to properly monitor the product needs of our customers (including their environment and the demands of society) and address those needs in my design activities.

Shinji Kumagai
Engineering Department II,
Hamura Works



I am in charge of designing super-high-sensitivity EM-CCD cameras used mainly in monitoring systems at important facilities. In recent years, under the motto of "customer's viewpoint," I have actively visited my customers and through meetings, demonstrations and other sessions, I work to accurately monitor what my customers really need (such as functions, user-friendliness, environmental perseverance, particularity of surveillance targets, etc.) and incorporate those needs in our product development.

Akira Fukushima
CCTV Products Engineering Department,
Camera System Engineering Center

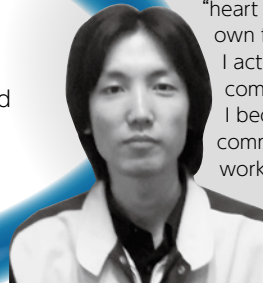


HiKQ (pronounced "High-K-Kew") represents HiKE Quality (Hitachi Kokusai Electric Quality). This refers not only to product quality but also to the quality of all business procedures that may lead to a high degree of customer satisfaction. Given today's severe market conditions, the key to sustainable growth is to speedily create advanced and high-quality products that win customer support. We initiated our activities in August 2009 and in fiscal 2010, under the slogan of "for our customers," each and every colleague will be problem-conscious and proceed with business process reforms.

I design mobile systems based on digital wireless equipment at the Wireless Communication Systems Division.

I constantly keep in mind one of the points of the "heart of HiKQ" in that "we think and act on our own from customer's point of view." I actually go to the place of usage and actively communicate with our customers. In so doing, I become able to fully understand customer comments and requests. To respond to these, I work hard on the day-to-day job.

Toshiya Isozaki
Communication System Engineering Department,
Wireless Communication Systems Division



Manufacturing

I am an assistant manager in charge of manufacturing and testing STL/TTL equipment, which plays an important part in the adoption of terrestrial digital broadcasting.

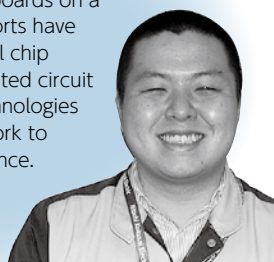
Some tasks conducted in our department entail extreme tension on us, not only in the factory but also out at the site during live broadcasting. With customer satisfaction put first, all of us join forces as one unit.

Kenichi Komatsu
Production Department, Production Center



As part of the HiKQ activities, I reduce defectives in the mounting process for printed circuit boards. I disseminate the know-how and knowledge cultivated by each manufacturing site for mounting printed circuit boards in our group in a cross-divisional manner, so that we can work to improve mounting technology for printed circuit boards on a companywide basis. In recent years, efforts have been accelerated to advance super-small chip parts, achieve a higher integration of printed circuit boards, and employ other mounting technologies for printed circuit boards, and we will work to improve quality to win customer confidence.

Ken Ono
Production Engineering Department,
Production Center



I am in charge of procuring electrical parts, drive parts, and other parts at the Semiconductor Equipment Division.

To deliver the equipment on the delivery dates satisfactory to our customers, I work to shorten the time required for any bottleneck parts procurement.

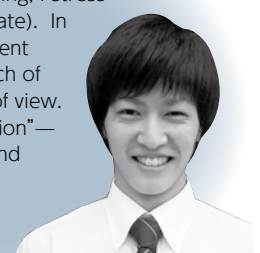
To be able to meet the required schedules of the manufacturing department, I will work on even more items and continue to improve our business practices.

Takahiro Watanabe
Toyama Procurement Department,
Group Procurement Division



I am in charge of purchasing connectors. The parts that I procure become products in the factory and serve many people in society. That is why I find my work worthwhile. When I purchase something, I stress Q (quality), C (cost), and D (delivery date). In the same way regarding the procurement of parts, I would also like to make much of those points from a customer's point of view. I will proceed with "parts standardization"—the HiKQ activity for that purpose — and contribute to society.

Yuma Tamura
Group Procurement Division



Procurement