



Pursuing the Quality

In accordance with Basics and Ethics, we think and act on our own mind from a customer's point of view, and work hard to improve continuously for each business process.

Customer First

We will devote ourselves to Monozukuri on a customer-first principle, and develop and provide products and services in which emphasis is placed on safety, quality, and environmental soundness, in order to earn the trust and confidence of our customers and society.

Providing Safe Products and Services

We comply not only with the Product Liability (PL) Law, domestic and international laws, and safety standards, but observe also internal standards for further safety in an attempt to improve the level of quality, thereby providing our customers with safe and high-quality products and services. Moreover, in the companywide quality assurance meeting, we share information and promote activities of preventing nonconformities based on case studies of failure occurring both internally and externally.

Policy to Improve Quality

We have certification of ISO 9001 (quality management systems) at all our Works and are continuously improving our quality management system by using the PDCA cycle in the process approach. In order to further satisfy various requirements of customers on products and services, we get certification of JIS Q9100 as applicable to certain product categories, and have our sales departments incorporated into the quality management system.

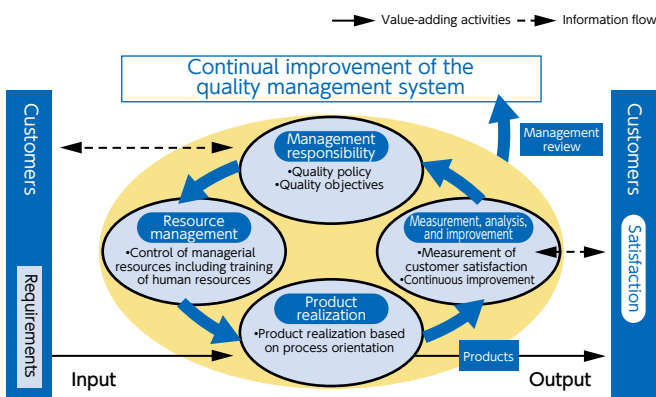
Policy to Address Quality Problems

A series of review and recurrence prevention activities based on thinking and acting from the customer's point of view is called *Ochibo Hiroi* (i.e. "gleaning"), which identifies the direct technical causes of problems and the motivational problems that led to those causes, and involves working to prevent recurrence and verifying similar products in an attempt to prevent similar problems.

Globalization Efforts

We work to exchange human assets in charge of quality assurance, and further improve quality and service in accordance with our promotion of local production for local consumption in the global market.

■ Flows of quality improvements



HiKQ Innovation Activities

HiKQ stands for Hitachi Kokusai Electric (HiKE) Quality. HiKQ does not only refer to the quality of products. It also means the overall quality of work that will lead to a high level of customer satisfaction.

It has been over five years since we started the "HiKQ innovation activities," which aim to create a new corporate culture that pursues the improvement of the quality of work. In fiscal 2014, we worked on measures to raise employee awareness, in addition to the continued themes from the previous fiscal year, including innovation of work processes and improvement of work quality, mainly in development and production operations.

Under the "Work-Life Revolution 2014" (WLR2014) initiative, we reviewed our past working style and discussed how to ensure a better work-life balance, based on proposals submitted by (mostly younger) employees. Measures implemented during fiscal 2014 include the introduction of out-of-hours working in the morning to improve efficiency (to reduce overtime), provision of stand-up meeting places (to discourage lengthy meetings), and support for parents of young children, and good results were achieved. We will continue WLR activities in fiscal 2015 as well. As an effort to improve job satisfaction, we also plan to discuss measures to promote diversity and support volunteer activities.

We will strive to strengthen HiKQ innovation activities through employees' voluntary involvement and to nurture a corporate culture that places the utmost value on customer satisfaction.



Poster for fiscal 2014

For the purpose of raising employee awareness, a poster featuring employees, including those from Group companies, has been created and distributed for display at all Works and offices.

The poster for fiscal 2014 features workplaces that are actively pursuing reform efforts.

To inquire about our products and services:
<http://www.hitachi-kokusai.co.jp/global/contact/>
 OR
 Note: Usual inquiries concerning quality problems and repairs are supported by the relevant sales and service staff.