



Pursuing Quality

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

Customer First

We 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 in ISO 9001 (quality management systems) at all our production sites in Japan and at major production sites outside Japan and are continuously improving our quality management system by using the PDCA cycle in the process approach. We also work to further satisfy various requirements of customers for products and services, including acquisition of certifications applicable to specific product categories such as JIS Q 9100.

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

Along with the promotion of a global-network-driven business model, we work to further improve quality and service by exchanging personnel involved in quality assurance and supporting their activities.

Flows of Quality Improvements



HiKQ Innovation Activities

Fiscal 2015 marked the sixth year of the HiKQ (pronounced "high-K-Q") innovation activities, which are aimed at creating a new corporate culture. In fiscal 2015, we promoted activities common to the entire Company, such as "Work-Life Revolution (WLR) 2015," an initiative mainly undertaken by volunteers and young employees, and the Global Youth Association. This was in addition to the themes continued from the previous fiscal year, including innovation of work processes and improvement of work quality, mainly in design and production operations.

Fiscal 2015 marked the 15th anniversary of the Hitachi Kokusai Electric. To commemorate the occasion, the HiKE (pronounced "high-K-E")-Jin Credo was formulated to ensure that every member of the Group is encouraged to play their role more actively in the future. Using the results of an employee survey, volunteer project members formulated the HiKE-Jin Credo to set out the attitude that all Group members are expected to adopt so that we can realize the Corporate Statement, Hitachi Kokusai Electric Way, and Guidelines and Commitments (see the conceptual diagram "Corporate Statement and Management Policy" on page 3 of this report). The HiKE-Jin Credo has been translated into English, Chinese, Korean, Portuguese and Turkish, and small handy cards featuring the HiKE-Jin Credo in various languages have been created and distributed to all Group employees. In addition, we have also created a HiKE-Jin Credo poster to further promote the Credo among employees (see the poster below).

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



Poster for fiscal 2015

To inquire about our products and services:
<http://www.hitachi-kokusai.co.jp/global/en/support/>
 OR Hitachi Kokusai Electric Support

Note : Usual inquiries concerning quality problems and repairs are supported by the relevant sales and service staff.