

# Customers (Customer Issues)

To provide products and services that satisfy customers, each division of the TOSHIBA TEC Group works together to improve the quality based on the voice of customers. Also, we think and behave from the customer's point of view to offer products and services with safe and reliable quality for customer satisfaction.

## Voice of Customers

TOSHIBA TEC Corporation's corporate philosophy of listening to the voice of customers (VoC) has allowed it to provide quality and services that accurately meet customer needs.

We use feedback from the customers via the contact center or communications with our salespersons to analyze and improve the current products, and reflect it on next products. In the product development stage, robustness and redundancy are provided to the product with quality engineering in order to realize more accurate and functional product creation. In the commercialization stage, attractive products are created and a reliable system is established through simulations and design reviews based on assumptions of every possible usage environment and situation for customers.



TE Contact Center™

## Globalization and Contribution to Community

TOSHIBA TEC products are used all over the world. We provide products and services with satisfactory quality in emerging countries as well as advanced countries. We are committed to fulfilling our responsibilities toward each country and community that we serve and thus contribute to the development of a true global society. As a responsible corporate citizen with high ethical standards, we strive to comply with the local laws and to respect the culture and history of our host countries.

## Safety and Security

The TOSHIBA TEC Group develops specialists in product safety, reliability and risk assessment, and works on technical research to ensure quality that reassures customers, based on the TOSHIBA TEC Group's Basic Policy on Product Safety. In order to allow our customers to use products and services with peace of mind, we predict possible failures or accidents, implement risk assessment to prevent occurrences, and provide the products and services that have passed evaluation and verification processes.

In the event that a serious product accident is reported to us, we organize a system to quickly and sincerely respond to the accident at the initiative of the CQO\*, under the instruction of the president.

\* CQO: Chief Quality Officer

### Basic Policy on Product Safety

The TOSHIBA TEC Group recognizes that our top priority mission is gaining the trust of the customers and communities regarding the product safety throughout the life cycle of every product manufactured and distributed. For this, we determine the basic policy on product safety and faithfully implement it.

- 1) Compliance with laws and regulations
- 2) Establishment of a voluntary action plan for product safety
- 3) Quality control system ensuring safety and security
- 4) Proper action to accidents
- 5) Measures to avoid misuses

WEB Basic Policy on Product Safety  
<http://www.toshibatec.co.jp/csr/group/safety/> in Japanese only

## Enhancing Customer Satisfaction

"We aim to provide timely products and services with reliable quality and functions as well as high user-friendliness, creating value with our customer in mind through our superior proprietary technology and in collaboration with the world's best partners." is defined in the TOSHIBA TEC Group's Corporate Philosophy.

The TOSHIBA TEC Group exercises its business activities, while giving top priority to providing products and services that satisfy and please customers. To achieve this, each employee needs to think and behave from the customers' point of view, by asking himself/herself what customers want and what value is important for customers.

We aim to enhance customer satisfaction (CS) through delivery of products, systems and services, and communication with customers, based on the "Toshiba Group Customer Satisfaction Policy" established in 2003.

### Toshiba Group Customer Satisfaction Policy

We make the voice of customers the starting point for all ideas and provide products, systems and services that deliver customer satisfaction.

- 1) We provide products, systems and services that are safe and reliable.
- 2) We respond to requests and inquiries from customers sincerely, rapidly and appropriately.
- 3) We value the voice of customers and endeavor to develop and improve products, systems and services to deliver customer satisfaction.
- 4) We provide appropriate information to customers.
- 5) We protect personal data provided by customers.

## Promotion of UXD

User Experience Design (UXD) is a method to develop products or systems to allow users to operate them pleasantly and comfortably as well as easily.

The IS-910T image processing scanner was developed by re-analyzing the current vertical scanner from the standpoint of UXD for providing customers with an easy-to-use product with new value.

This scanner is able to identify produce and coupons without bar code using the same operation as the ones with bar code scanners. In recognition of this image scanning technology and the new value to customers, stores and environment, this product was selected as GOOD DESIGN AWARD 2013 Best 100.



IS-910T Vertical Image Processing Scanner

**Current** Registering an item without bar code by selecting from the item list  
 Registering discount by key operation

**Simple operation**  
 Can registering items easily by identifying with the shape or texture  
\* When installed in PrimeStore.

**Quick payment**  
 Can scan discount labels and multiple bar codes

**Expanded services**  
 Can also scan mobile phone coupons

**Current** Packing fresh produce for labeling with bar code

**Changes in a store**  
 Laying out freshly picked produce

**Environmental response**  
 Eco-friendly packaging-free