

To provide products and services that satisfy customers, we work 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 us 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, we provide robustness and redundancy to the product with quality engineering in order to realize more accurate and functional product creation. In the commercialization stage, we create attractive products and provide reliable systems through simulations and design reviews by assuming every possible environment and situation in which customers use them.



Business briefing labor-management meeting

## Activities as a Global Enterprise

We globally provide products and services that deliver customer satisfaction.

We are committed to serving as a good company toward every country and community to which we provide products and services, and respecting their culture and history. As a corporate citizen that contributes to the development of a global society, we are committed to continuously performing corporate activities with high ethics and a law-abiding spirit.

## Safety and Security

We develop specialists in product safety, reliability and risk assessment, and work on technical research to ensure quality that reassures customers, based on the 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.

We exercise our 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.

## Utilization of UXD

User Experience Design (UXD) is a development plan to create new value and provide added attraction to our products and systems.

We have derived the "UX Concept in Retail Business" that allows us to use the UXD approach to examine the roles played by stores, towns and shoppers.

### UX Concept in Retail Business

We aim to provide the best value demanded by our customers and consumers in a way in which everyone can easily understand and use.

#### Town-friendly

We aim to provide equipment, systems and services that will satisfy all consumers.



#### Store-friendly

We aim to make store employees happy with their work so that they can easily provide the best service to their customers.



#### Customer-friendly

We aim to make all of our customers happy from children to the elderly.



Universal Design = Accessibility + Usability

After analyzing customers' shopping behaviors and preferences, we have created new POS system ideas for general merchandise stores based on the UX concept. We presented these ideas in the TOSHIBA TEC 2020 booth at RETAIL TECH JAPAN 2014. Our new generation POS system earned a favorable response from many customers.

### Ideas of next-generation POS systems

#### Cart-to-Cart Self-Checkout System

The shopping cart helps you smoothly make payments and carry the items out to your car

#### IT Express Lane

Electronic money lane that is prioritized for speed

