

# >>>> Customer-based Conduct

Olympus' "Social IN" management philosophy addresses the principle of customer-based conduct. Our creed is that our corporate activities can create value and reward shareholders and other stakeholders only when they are of service to customers and meet their satisfaction in the form of products and services.

## Aiming for the Highest Quality, Which Makes Customers Say "Olympus, the choice that couldn't be more right"

reason



**Any lapse in the quality control system will end up hurting the customer. A successful manufacturer would never take it for granted that their products and services automatically provide customers with a sense of security and win their trust.**

### Quality Philosophy and Quality Policies How to Get the Highest Quality

The quality philosophies of Olympus are that "the total quality achieved must be the highest in the world" and "provide products and services that are of the highest quality." To achieve these, we set up essential measures every year based on medium- and long-term plans, and all-out efforts are made throughout the Olympus Group to carry them out as our quality policies.

#### Quality Philosophy

1. Realization of genuinely world-class "Total Quality" in all aspects of the organization.
2. Provision of the highest quality products and services to customers.

#### [Core Principles]

- (1) All actions to reflect a customer-oriented approach.
- (2) Develop "Win-Win" relationships with all partners.
- (3) Be disciplined in following the appropriate procedures and, in day-to-day operations, continuously strive for improvement, avoiding complacency.

### Quality Organization

Quality assurance staff watches over the entire Group

Committed to ensuring the safety of use, Olympus has set up an optimal quality assurance system for each field of business to guarantee the highest quality for its products and services at any stage. At the same time, our cross-disciplinary and cross-divisional All-House Quality Assurance Division checks and evaluates quality management activities and provides the results of its evaluation to the president.

### Quality Inspection by Top Management

Top management takes the initiative in ensuring quality awareness.

At Olympus, top management is personally involved in checking quality to promote constant quality improvements. They carry out periodic inspections to see that set standards and criteria are being strictly followed and appropriate quality management is being conducted. They give instructions to correct any deficiencies found in the inspection so that constant improvements are smoothly made. This approach was introduced not only in Japan but also at overseas offices.



Quality inspection by top management

### Quality Education

Quality education is provided to the development staff.

Many quality problems are said to result from at the development stage. Every year, Olympus holds more than 100 lectures on quality given by in-house and outside instructors to provide quality education to development staff.

Because November is designated as Quality Month, we hold symposiums on quality and standardization for all sectors to ensure that our employees are thoroughly aware of quality and the customer-based principle. All employees are given a copy of Customer-based Conduct, a CSR handbook, to show them how they should think and act to improve customer satisfaction.



Customer-based Conduct, a CSR handbook

# Incorporating the Customer's Opinion into Products and Services

reason



You created a quality product using excellent technology, but it is the customer who actually uses it and decides whether it has any real value.  
At Olympus, the customer's opinion is always incorporated into the making of products.

## Product Development System

Incorporating the customer's opinion into products

Olympus uses a consistent business operation system that covers everything from development to production, sale, and service, depending on the business' characteristics.

In the medical business, we communicate closely with users in the medical field who actually use our products and services as early as the planning stage, learn from them the medical worthiness of our products and how easy they are to use, and use the knowledge we gain to refine our products. Likewise, in the life science and industrial fields, we always carry out product development while in constant contact with customers.

In the consumer-related business, including cameras, we highly value the frank opinions and comments our customers give to the Customer Support Center or Olympus Plaza (showroom). Those opinions and comments as well as the information obtained from marketing surveys are used as feedback in product planning.

We always try to respond to requests from customers concerning the products they actually use as quickly as possible through a consistent business operation system.



Staff engaged in a product planning meeting

## Quality Checks in the Development Stage

Internationally certified quality check system

Olympus has set up a fully established quality check system that is internationally certified. In July 2004, Olympus set up the Test and Evaluation Center, which has a 10-m radio wave anechoic chamber certified by NVLAP (U.S.A.) and TNO (the Netherlands) and other pieces of measuring equipment, and develops and trains qualified evaluation engineers. We will further improve our quality check system, which allows us to make accurate evaluations of the advancement of our products and provide our customers with a sense of security and safety with respect to our products and services.



10-m radio wave anechoic chamber in the Test and Evaluation Center



Quality Inspection Analysis Room

## Promoting Ease of Use

Creating customer-friendly products

Ergonomics has long been a basic concept in our designs in product development. Usability evaluations and universal designs are among the major indexes in our approach to producing easy-to-use products. As part of our efforts to achieve greater customer satisfaction in this aspect, the Monitor Room, which was set up in July 2004, can be used by customers to actually use products so that we can discover any carelessness or shortcomings, such as the likeliness of using the product incorrectly or difficulties in using the product, and help ourselves improve products and instruction manuals.



Staff checking usability in the Monitor Room

# Having a Closer Rapport with Customers and Responding Faster to What They Need

reason



Creating excellent products, quickly responding to customers' requests and inquiries, and repairing products in case of failure are essential for us to satisfy customers and provide them with value.

## Olympus Customer Support System

Global Support System with Local Corporations and Distributors

Olympus appropriately responds to customers according to the nature of the product, such as digital cameras, microscopes, or endoscopes, and that is indispensable in effectively coping with customer needs. Be it in Japan, America, or Europe, Olympus' local corporations know how to cope with customers in after-sale service, i.e., the repair or maintenance of the Olympus products they bought and use, depending on the field of business. The support system is also available in other areas through local distributors. Our Websites provide information on how and where to contact us, depending on the product, by area. This CSR Report mainly focuses on the support system of Japan.

## Customer Support Center (imaging field)

Support is also available on Saturdays and Sundays

In Japan, the Olympus Customer Support Center answers questions, inquiries, and requests from customers over the phone on weekdays as well as Saturdays and Sundays concerning Olympus products, including digital cameras, film cameras, voice recorders, and MO drives.

We take various measures to reduce the waiting time of customers calling the Support Center by, for instance, improving the reception system through appropriate waiting time management or providing Web site readers with data on which days of the week and time of day are busy.



Staff answering a telephone inquiry at the Customer Support Center

## Customer Response System in the B-to-B Field

Customer Information Center for endoscopes and microscopes

In the endoscope and microscope business, customers (medical institutes, research institutes, or corporations) are usually dealt with through their representatives. However, the Customer Information Center is ready to directly receive inquiries from such regular customers as well to provide better satisfaction.

### Microscope Customer Information Center

The Microscope Customer Information Center, established in 1999, answers approximately 17,000 inquiries every year from customers, including those transferred from sales offices.

Recently, the center has a growing number of inquiries concerning digital photography using microscopes, and the staff at the center is trained to properly handle such inquiries.

### Endoscope Customer Information Center

The Endoscope Customer Information Center answers a lot of inquiries, which has grown at a rate of 40% to 50% every year since the center opened in 1999. The center receives up to about 50,000 inquiries a year, including those transferred from sales staff.

These inquiries help us improve our endoscope products and services.

The staff is also available to answer phone inquiries on endoscope equipment problems and relay the information to field service staff or sales staff deployed to various parts of the country to ensure swift solutions to those problems, including repair and maintenance services, at medical facilities.

Thus, we keep our customer response system always in operation to provide a greater sense of security to customers.

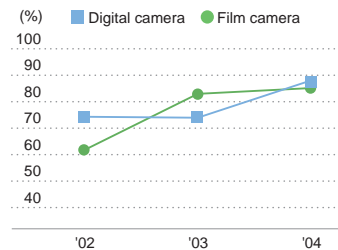
## Repair System

### In Times of Need

Olympus strives to constantly improve quality, which, however, does not guarantee a zero failure rate. This is why we set up an optimum repair response system for customers. In Japan, the Repair Service Center at Okaya serves as the main repair plant for cameras and digital cameras to ensure a quick response to equipment failure and breakdowns and reduce cost. In addition to conventional repair services through retail and service shops, the Repair Item Pick-up Service was opened to provide greater convenience in troubleshooting products. The staff, after receiving a call from equipment users whose Olympus products are broken, visits them to pack, pick-up, and deliver the items to the designated service center. Users of this service can also check the progress of the repair over the Internet, reducing the irritation that stems from waiting.

A repair system that optimizes the time and cost of the repair service, depending on the area and product, is also available overseas. In Europe, for instance, repair centers are located in Portugal and the Czech Republic for the repair of cameras.

■ Percentage of repairs completed within allotted time



\* When a product breaks, the user calls the Repair Service Center and sends the product in for repair. When the repair is completed, the product is returned to the user. The percentage of repairs completed within the allotted time is increasing.



Okaya Repair Service Center

## Showroom

### Direct Exchange of Experience and Notes with Customers

#### ● Olympus Plaza

Olympus Plaza, located in Tokyo and Osaka, is where we can exchange information with customers in the field of information and imaging. Once you arrive at Olympus Plaza, you can see up-to-the-minute products on display, experience applications of digital images that are useful in our daily lives at the Digital Solution Experience Corner, and take lessons at a mini-digital workshop to improve your skill in using digital cameras. Olympus Plaza supports customers by teaching them how to use and express themselves with image equipment.



Olympus Plaza

#### ● Olympus Techno Lab

Olympus Techno Lab, located in Tokyo and Osaka, is a facility where business meetings with customers can be conducted on such topics as microscopes, products related to genetics, proteins and cells, and industrial endoscopes as well as demonstrations and training given on those products.

Each lab offers six microscope training classes to beginners and provides individual consultation on general matters concerning microscopes.

Small-group classes that offer practical exercises are well-received by students and have a good reputation.



Olympus Techno Lab

#### ● Business-to-Business Mobile Showroom in the United States, Olympus OnSite™

Information on Group Companies

Olympus OnSite is a customized 53-ft. trailer that is swiftly morphed into a 105 ft. × 45 ft. mobile showroom. Launched in October 2004, Olympus OnSite brings innovative Olympus technology directly to healthcare professionals. The showroom houses a complete ALPHA O.R. surgical suite as well as medical endoscopes, microscopes, and diagnostic equipment. Because every visitor is also a consumer, a sampling of Olympus consumer electronic products is available on board as well. Now, busy healthcare professionals can make informed purchasing decisions and learn how to use the latest Olympus medical technology at a location near their own hospital or institution. And that benefits the entire community.



Appearance of the Olympus OnSite



Visitors inside the Olympus OnSite