

With Our Customers



We Seek to Be Their Valued and Trusted Partner

Program to Improve the Quality of Management from the Customer's Perspective

The Fujitsu Group has introduced the "Japan Quality Program*" that aims to firmly establish the concept of being an indispensable partner to the customer as part of our corporate culture.

Based on this program, we are working on periodic self-assessment in each organizational unit, in which its top management evaluates the plan and achievement of his/her group in the customer-centric perspective to identify issues to be addressed in the organization. This will allow us to improve the quality of management through a thoroughgoing PDCA cycle.

We share the results of these self-assessments within each business group in charge of a specific business, and for issues that cannot be resolved within the individual organizations, and for challenges to reforms that require cooperation between divisions, we share them at top management level, including the president. By this means, we aim at overall improvements to management quality.

* Japan Quality Program

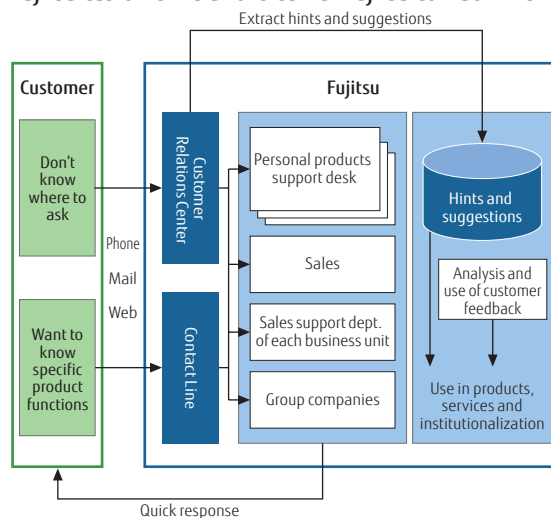
The framework and guidelines provided by this program are modeled on the Malcolm Baldrige National Quality Award of the United States which is seen as the *de facto* standard for management innovation. It is also used as the screening standard for the Japan Quality Award (JQA) which was established in December 1995.

to the departments responsible for development and quality improvements of the related products and services.

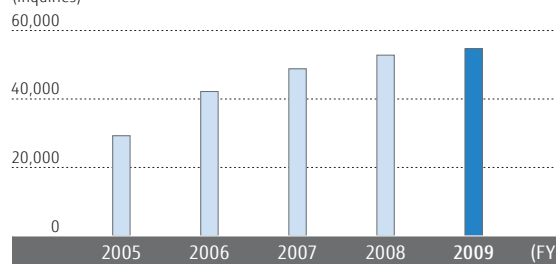
If the opinions and suggestions in customer feedback to the Center or the Contact Line include intrinsic matters concerning the institution and system, these suggestions and feedback are presented together with improvement cases at the regular Group management meeting.

 **Fujitsu Customer Relations Center (in Japanese)**
<http://jp.fujitsu.com/contact/customer/>

Fujitsu Customer Relations Center/Fujitsu Contact Line




Trends in Inquiries Addressed to the Customer Relations Center (Inquiries)



PC support center for individual customers

To handle the diversifying needs and environments of our individual customers, Fujitsu has established a system that can provide technical advice and assistance 365 days a year at our Azby Technical Center, which is a major part of the personal products support desk.

 **Azby Technical Center (in Japanese)**
http://azby.fmworlworld.net/support/intro/azby_tech.html

Examples of Improvements Based on Customer Feedback

Improvements to packing boxes used in PC lot delivery

When our corporate customers accepted delivery of notebook PCs in lots, they found that the amount of time and work required just to unpack the PCs was enormous, and that significant costs were incurred in transporting and disposing of the empty packing materials. To resolve this, we simplified the packing boxes to reduce the

Communicating with Our Customers

The Fujitsu Group has set up various customer service desks to improve customer satisfaction and is working to enhance communication with its customers.

Operation of the Fujitsu Customer Relations Center and the Fujitsu Contact Line

We established the Fujitsu Customer Relations Center in 2003 to handle inquiries and other problems concerning products and services from customers who are not sure where to address their inquiries. And we have also been providing rapid responses to customers concerning the functions and prices of products before they make their purchases. All such pre-purchase telephone inquiries are referred to a single window of the "Fujitsu Contact Line," with the telephone number for access published on our corporate website and in catalogs, press releases and advertisements.

The Customer Relations Center and the Contact Line act as a clearing house that links the customer to the best line of communication for answering their inquiries. They not only contribute to increasing customer satisfaction by their accelerated responses but also extract hints and suggestions from customer feedback, which are reported

work required to unpack the products and reduce the amount of materials used. Furthermore, in June 2009, we switched to returnable packaging that can be reused, thus reducing both environmental burdens and costs.

■ Preventing mistaken operation of server power-supply switches

We became aware from customer feedback that accidental operation of the power-supply switch could result in cutting off the power to a running PRIMERGY RX300 Server. To resolve this, we changed the shape of the power supply switch from protruding to a recessed form. After that, we also changed the form of the power-supply switches on the PRIMERGY Rack Server and the PRIMERGY Blade Server products.

Fujitsu Family Association

The Fujitsu Family Association was founded in 1964 as our user community to help members exchange information and improve each other's skills. As of the end of FY 2009, it had 3,500 members in 11 chapters throughout Japan.

Since there was increasing interest in new technologies such as cloud computing, many networking events, study and research activities were held among the members on those topics in FY 2009 covering how to apply these new technologies to their business, and so on. Also, conferences were held in spring and autumn in Japan, and an overseas seminar in the US, while six issues of the members' magazine "Family", and four issues of "e-Family" (the web version) were published during the year as activities of the main office of the Family Association. The LS Research Committee* held research section meetings on 15 themes as its research activities on leading-edge management and ICT, and published a summary report. Furthermore, we held seminars and research meetings at 11 local chapters to provide problem solving and practical business support to local members.

For FY 2010, we are aiming at creating an even more attractive user's group by focusing on the following four points as Family Association activities.

1. Promotion of activities that are useful in support of problem resolution and creating corporate value for our member corporations
2. Promotion of activities closely associated with the local area as well as eliminating discrepancies in member services between areas
3. Sharing information and promoting research activities on leading-edge ICT
4. Strengthened communication

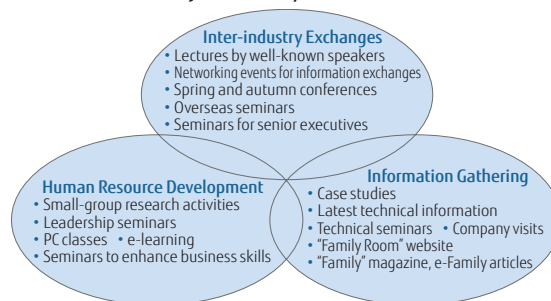
* LS Research Committee

This committee was originally formed as the "Large Systems Research Association" in 1978, which was merged with the Fujitsu Family Association in 2007 with the renewed purpose of carrying out research on leading-edge technologies and leading-edge concepts, and implementing effective utilization of ICT that will contribute to members' growth.



Fujitsu Family Association (in Japanese)
<http://jp.fujitsu.com/family/>

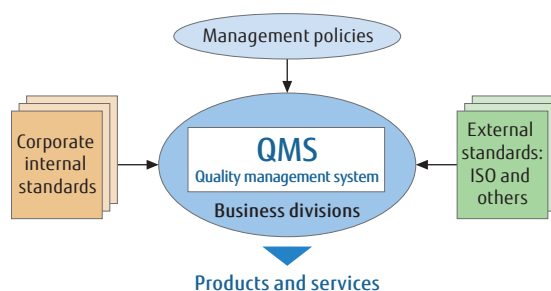
Activities of the Fujitsu Family Association



We Seek to Provide Safety and Security

Basic Approach to Quality Assurance

The Fujitsu Group has constructed and operates a quality management system (QMS) to provide high quality and high reliability products and services. In operating this system, Fujitsu periodically verifies the progress of the PDCA cycle in the light of ISO and other international certification standards.



The Pursuit of Quality and Safety

Fujitsu responds by anticipating changes at our customers and their business environments so as to continue providing them products and services with the quality that they expect. At every stage from design through evaluation, production, to sales and support, we perform our quality improvement activities in line with the following principles.

■ Quality principles

1. We pursue quality from the customer's perspective.
2. We build in quality that anticipates changes.
3. We achieve quality consistent with our social responsibilities.
4. We use first-hand feedback based on the actual situation.
5. We work with our business partners to improve quality.
6. We seek to make public quality-related information transparently.
7. We foster employees who think about quality.

Based on the policy of emphasizing safety in all aspects of our business activities, we strive for assured safety in product designs, collection and the publication of information on product-related problems, and rapid response to such problems.

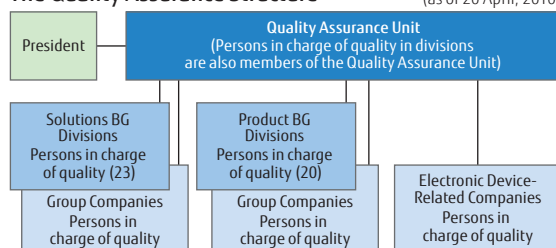
Specialist Groups That Support Quality

Fujitsu has established a group dedicated to quality improvement within each division and each group company so that we can provide safe and reliable products and services to our customers.

Also, through the Quality Assurance Unit, which consists of representatives of these dedicated groups, we work to improve the quality of products and systems overall by developing countermeasures through information sharing and by improving support structures, which transcend the organizational framework.

The Quality Assurance Structure

(as of 20 April, 2010)



Qfinity Activities for Quality Improvement

Since 2001, Fujitsu has implemented Qfinity* activities, which are independent quality improvement activities, in all divisions.

The Qfinity concept emphasizes a quality improvement model using the PDCA (plan, do, check, act) cycle that exhaustively pursues not only better product functions and reliability but also quality improvements in all phases of work, including efforts to improve customer response and delivery and reduce costs.

In each division, we are moving forward with efforts on themes that reflect the division's major policies and the issues that arise in the workplace on a daily basis. Project activities include both group activities concerned with a specific theme and individual activities to propose reform and improvement based on their findings. In principle, all Fujitsu employees participate in at least one of these activities.

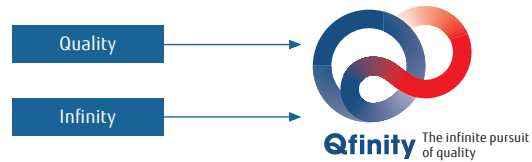
Using the web-based Qfinity information system on our intranet, all Qfinity information can be shared interdepartmentally, enabling us to do the benchmarking of the other divisions' objectives and processes, and to acquire information and knowledge such as technologies, know-how and other expertise. To make active use of the results of Fujitsu Qfinity activities within the Group, we provide information to each Group company through the Qfinity website and also hold a Group-wide Qfinity conference every year at which cases of Qfinity activities and awards are presented.

* The word Qfinity was created by combining "Quality" and "Infinity" to express the concept of our commitment to the infinite pursuit of quality.



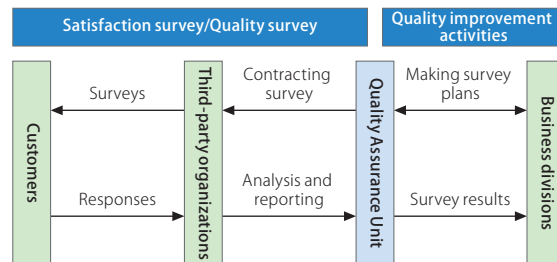
Group-Wide Qfinity Meeting

Qfinity Group-Wide Quality Improvement Activities



Satisfaction and Quality Surveys by Third-Party Organizations

We have implemented customer-satisfaction and quality surveys by third-party organizations for products and services delivered and provided through Qfinity activities, and we reflect the results of those surveys in our products and services. Moving forward, we will continue to work to improve quality through the twin pillars of Qfinity activities and various surveys.



To further increase our customers' trust in Fujitsu, the Group also aims to improve the processes that create products and services through management by quality.

We Seek to Care for People

Promoting Universal Design

The utilization of ICT is increasing in all areas of society. The Fujitsu Group recognizes its social responsibility to create an environment in which a diverse range of people can benefit equally from ICT and in which ICT can be used effectively. With this in mind, we are working to promote universal design.

The Fujitsu Group positions universal design as an important corporate management strategy and we are proactively implementing it to meet our social responsibilities. By taking advantage of these results in our products and services, we will improve society's productivity, increase our customers' level of satisfaction, and contribute to their businesses.

Our Thoughts on Design

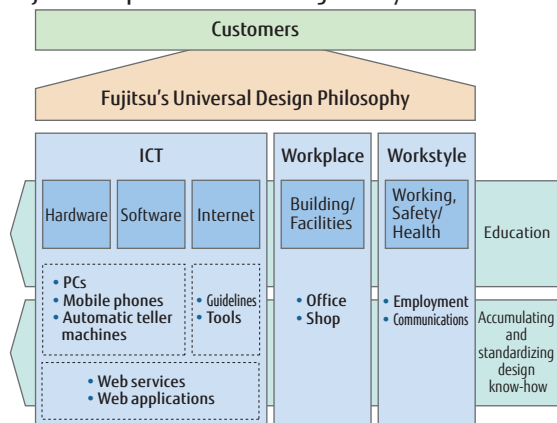
The Fujitsu Group's development policy adopts "Human Centered Design," which takes human characteristics into account so that even more customers can use their ICT easily, securely and efficiently. We are working on product and service design from the standpoint of supplementing the five senses; allowing for physical limitations; respecting differences in experience and culture; and optimizing ease of use, so that our products and services

are easy to use for everyone.

We give the closest consideration to understanding the workplace where ICT will be used, and survey the working procedures and modes of communication—the “workstyle”—of those who will use it rather than just clarifying necessary functions and specifications of ICT systems. This illuminates the issues affecting the workplace and aims at providing our customers with the most effective solutions from the point of view of universal design based on our in-house know-how so as to make an ICT-oriented society in which all can participate.

 **Fujitsu Design Policy**
<http://www.fujitsu.com/global/accessibility/policy/>


Fujitsu Group ICT Universal Design Policy



TOPICS

Human Centered Design that supports the evolution of the ATM

Fujitsu announced the FACT series of ATMs in 1975. Since then, we have promoted universal design and worked on development efforts such as the “round body” ATM that is easy to use even from a wheelchair and a voice-guided ATM that can be operated by just a numeric pad of a telephone handset. Three products, the FACT-V, the FACT-V model 10, and the FACT-V model 20 received the Long Life Design Award, which is one of the Good Design Awards, in 2009.

 **FACT-V, FACT-V model10, FACT-V model20**
GOOD DESIGN AWARD (Long Life Design Award)
<http://www.fujitsu.com/global/about/tech/design/award/gooddesign/2009-fact-v.html>



TOPICS

Extensive support for universal design: Raku-Raku (easy-to-use) mobile phones and PCs

The Raku-Raku Phone, a mobile phone whose delivery to NTT Docomo began in 2001, achieved total shipments of over 15 million units through March 2009 as a multifunction product incorporating multiple ease-of-use design features. Fujitsu will continue to evolve the design of this product, one that is the handiest for most consumers, by continuing to listen to our customers' desires.

 **Fujitsu Mobile Phone Products (in Japanese)**
<http://www.fmworld.net/product/phone/>



We also released the Raku-Raku PC series in 2008. These PCs include a Raku-Raku keyboard that allows the user understand at a glance the characters they want to input and features the Raku-Raku menu, which allows the user to start work immediately. These products strive for ease of use, simplicity, and user confidence and are optimal as products for senior citizens and beginners.

 **FMV Raku-Raku Personal Computers (in Japanese)**
<http://www.fmworld.net/fmv/rakuraku/>

