

B-a-1 Customer Support Center

At HORIBA we take pride in contributing to creating a sustainable society and improving people's quality of life by providing products and services that satisfy customer requirements. We will continue to work hard to develop fundamental and application technologies in order to provide products that realize the highest level of customer satisfaction.

Customer Support Center

At our Customer Support Center, we receive inquiries from customers via a toll-free number or a special form on our company website.

We respond to technical questions about the operation of our products and requests from customers for catalogues or chemical substance safety data sheets and other documents as well as provide customer feedback to our sales, development, and service divisions quickly and appropriately based on the content of customers' feedback. We thus strive to enhance customer satisfaction.

In 2011, due to the effects of the Great East Japan Earthquake, we received many inquiries about the PA-1000 Radi environmental radiation monitor. In addition, we also received many inquiries about the LAQUA F-70 Series/DS-70 benchtop pH/water quality analyzer, which employs the industry's first large-capacitance touch panel in order to realize intuitive operation.

We will continue our efforts to incorporate our customers' suggestions and comments in our products and services to further contribute to society.

HORIBA, Ltd. Customer Support Center

0120-37-6045

(Toll-free) Monday through Friday

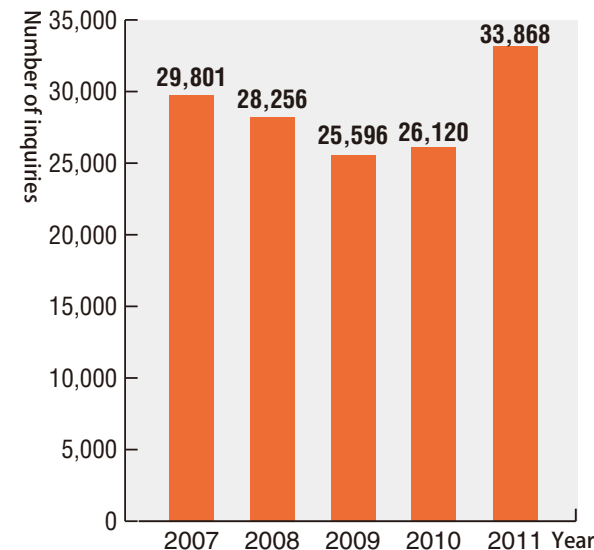
(except for holidays)

9:00-12:00/13:00-17:00

* Customer support services are available via mobile phone and PHS.

* Customer support services may not be accessible with some types of IP phones.

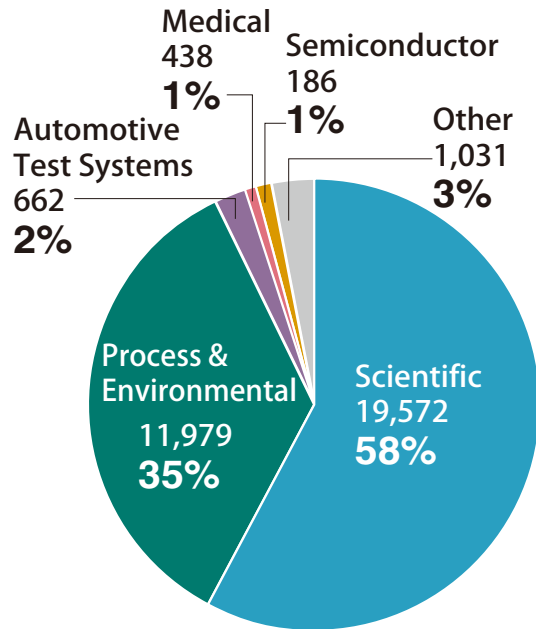
Trend in the Number of Inquiries to the Customer Support Center



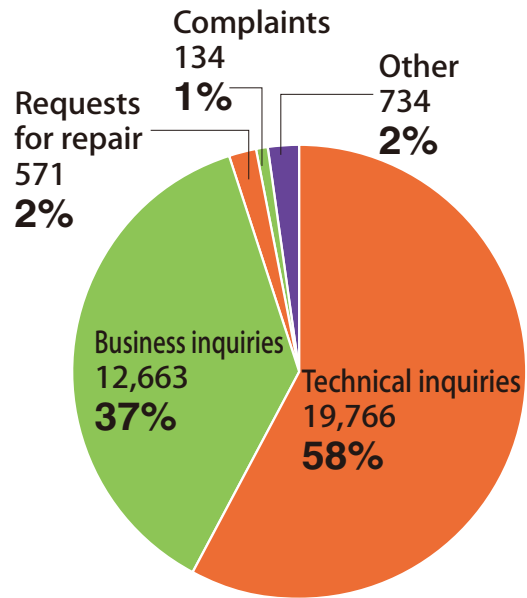
Customers

B-a-1 Number of Customer Inquiries and Visits to the Company Website

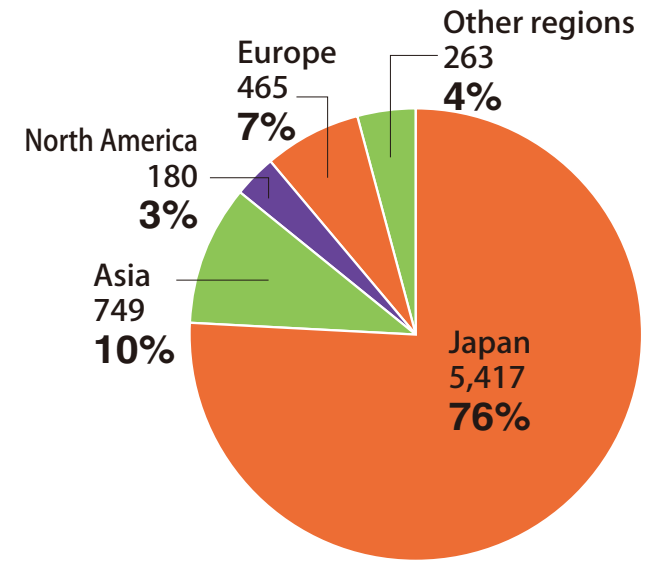
Breakdown of Inquiries in 2011
(By Segment)



Breakdown of Inquiries in 2011
(By Content)



Breakdown of Visits to the Company Website in 2011 by Region
(7,074 Visits)



Customers

KEYWORDS

Customer Support | Service System

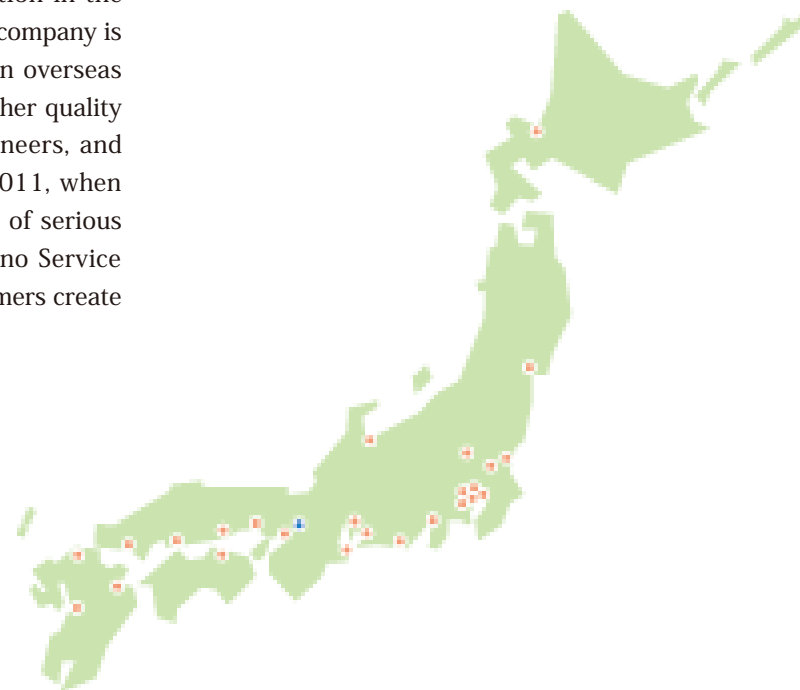
B-a-1 Service System

Service System

In September 2011, HORIBA Techno Service Co., Ltd. established a new service station in the Shikoku region, its 26th station in Japan. By increasing the number of service stations, the company is able to provide highly localized services. It is also strengthening its customer services in overseas markets, mainly in Asian countries. Furthermore, it is working to provide ever swifter, higher quality services on a global scale by enhancing our skill improvement training for field engineers, and establishing systems for technical know-how information, parts supply, and so on. In 2011, when many of its customers decided to conduct operations on Saturdays and Sundays as part of serious efforts in Japan to conserve electricity, particularly during the summer, HORIBA Techno Service adjusted its support system to meet their needs. In the future, it will continue to help customers create the ideal environment for analysis and measurement.



Service training with overseas engineers



HORIBA Techno Service's service stations in Japan

Tokyo, Hokkaido, Tohoku, Tochigi, Chiba, Kashima, Tsukuba, Saitama, Nishi-Tokyo, Yokohama, Fuji, Hamamatsu, Tokai, Nagoya, Hokuriku, Mie, Kyoto, Osaka, Hyogo, Okayama, Shikoku, Hiroshima, Yamaguchi, Kyushu, Oita, and Kumamoto (as of December 31, 2011)

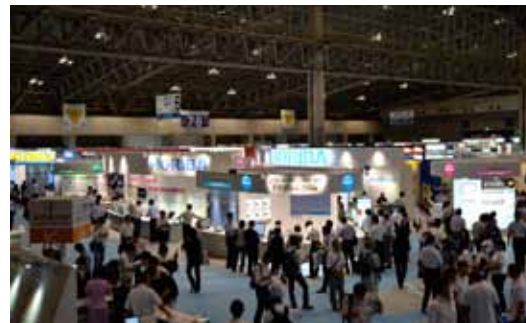
Customers

B-a-1 Exhibitions and Networking

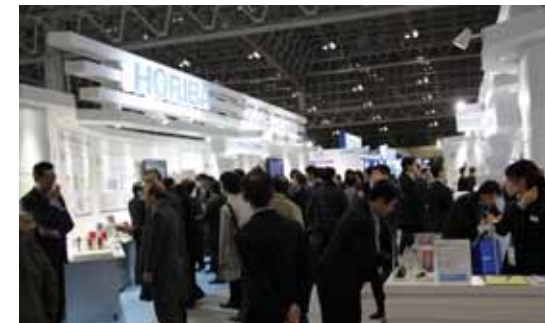
HORIBA Group companies participate in a total of about 40 exhibitions each year to actively advertise their new products and technological expertise. At the same time, the Group places great importance on further improving its hospitality. It does this by for example through initiatives such as the HORIBA Hospitality Suite. This provides HORIBA with invaluable communication opportunities not only to listen directly to customer views and reactions but also to deepen its relationships with its customers.



Automotive Engineering Exposition 2011, Japan's largest automotive engineering exhibition for automotive engineers (May 18–20, 2011)



JAIMA EXPO 2011/SIS2011, the largest exhibition of analytical and scientific instruments and related technologies in Asia. (September 7–9, 2011)



SEMICON Japan 2011, the world's largest exhibition on semiconductor production systems and materials (December 7-9, 2011)



HORIBA Hospitality Suite

We organize IR seminars, presentations for investors, and other events concurrently with exhibitions, so that we can let as many people as possible know about HORIBA. The HORIBA Hospitality Suite is an event that we hold during exhibitions. We invite customers and other people involved in relevant industries to provide them with an opportunity to network and to strengthen our relationships with customers.

KEYWORDS

Exhibition | Automotive Engineering Exposition | JAIMA EXPO/SIS | SEMICON Japan | Hospitality Suite

B-a-2 Quality Improvement Initiatives

Quality Improvement Initiatives

The HORIBA Group's quality assurance activities cover the following three stages: the first stage, covering product planning to design; the second stage, covering material procurement to manufacture; and the third stage, covering shipment to after-sales services. In order to satisfy the needs of our customers, we strive to develop the highest quality standards in the world at each stage, in addition to producing safe and ecofriendly products of outstanding quality.

To this end, we are working to reduce quality costs (prevention, assessment and loss). We are also working to increase rates of costs for prevention and assessment and to decrease the rate of cost for loss.

- Design review as an important function to ensure product quality
- Stepping up change order control to maintain consistent quality
- On-the-spot assessment to examine whether customers' needs are being met
- Reliability assessment tests on essential product parts
- Organizing Product Quality Improvement

(PQI) competitions to eliminate issues
- Organizing the Technical Olympics

We also collaborate with HORIBA Group and suppliers to establish a comprehensive quality assurance system so that we can provide customers with high quality products with consistency throughout the world.



PQI Competition

The Fifth HORIBA Group PQI Competition was held on October 27 to compete over the results of quality improvement initiatives. HORIBA Group companies cooperate with our production partner companies to improve product quality and to reduce the percentage of faulty products.



Technical Olympics

On July 21, we held our fourth Technical Olympics in which members from the HORIBA Group and our production partner companies competed with one another to determine who had the best skills. A total of 66 people, including 35 from the HORIBA Group and 31 from 10 of our assembly partner companies, participated in the competitions. These competitions aim to allow engineers to demonstrate their skills honed by working with HORIBA Group products and to raise their skill levels. In four categories (lead free soldering, tightening of screws, plumbing, and general skills), engineers displayed their skills to the fullest and competed at a high level with one another.

By sharing knowledge of basic manufacturing skills among all members, we are able to establish processes for eliminating faulty products, and aim to produce reliable and high-quality products for our customers.

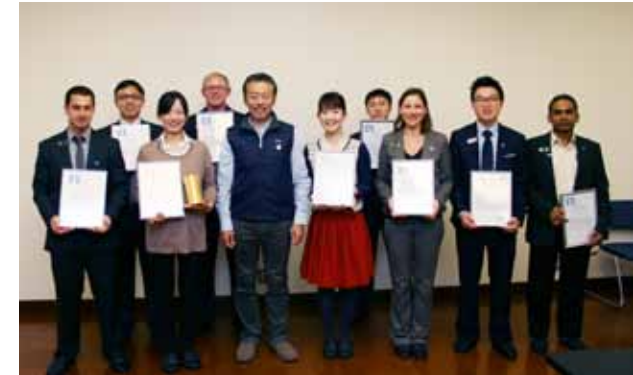
B-a-2 Blackjack Initiatives

Blackjack Initiatives Aimed at Improving Employee Awareness and Behavior

Blackjack initiatives, which are aimed at improving employee awareness and behavior, cover a wide range of activities, from greeting campaigns for new employees to activities for improving quality, cost and delivery. Employees express their “omoi” (convictions) to all company members and strive to achieve their own ideals with the help of their supporters, regardless of affiliation or age. Fourteen years have passed since the Blackjack project was introduced and many project themes have been proposed during this time. Blackjack initiatives are developed by all HORIBA group companies around the world and form the basis of their business activities. The initiatives are an important part of HORIBA-style management for boosting quality standards, fostering corporate spirit, developing human assets and stimulating organizations.



Symbol of Blackjack initiatives, which represents the growth of the “omoi” of individual employees based on strong mutual bonds



Blackjack Award World Cup

The participants for the final presentation at the Blackjack Award World Cup 2011, which recognizes the best initiative for the year.